

R723.5  
A1 M4  
v.18, no.7

# Medical Economics



1941

**FELLOWS' COMPOUND SYRUP**

**A most valuable and long-tried compound containing strychnine, quinine, and several valuable mineral salts.**

**Will improve muscle tone and muscle nutrition; and produce a limited amount of respiratory and vasomotor stimulation.**

**Great care is taken in the manufacture of this dependable, bitter Tonic, to ensure that its exceptional quality is maintained.**

**FORMULA: Each fluid drachm contains**

Strychnine Hydrochloride	Gr. 1/61	Lime Hypophosphite	Gr. 5/16
Manganese Hypophosphite	Gr. 1/8	Iron Pyrophosphate	Gr. 1/8
Potash Hypophosphite	Gr. 1/8	Quinine Sulphate	Gr. 1/20
Soda Hypophosphite	Gr. 1/8		

**Samples on Request**

**Fellows Medical Mfg. Co., Inc.**

**26 Christopher Street**

**New York, N. Y.**

POS  
I'M  
WHI  
WE  
WHA  
WAT  
RECI  
SYND  
SPEA  
SIDE  
EDIT  
FOR  
UTILI  
CART  
SHEE  
GOOD  
YOUR  
  
H. Sh  
P  
Copy



# Medical Economics

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

APRIL 1941

Cover photograph by Harold M. Lambert

POSTGRADUATE STUDY: 1941 STYLE . . . . .	Robert A. Weeks	33
Detroit's continuation school features bedside classes		
I'M IN THE ARMY NOW! . . . . .	Lieut. Ted F. Leigh, M.C.R.	40
Personal notes of a doctor on active duty		
WHEN IT'S WISE TO ITEMIZE . . . . .	J. C. Morrison	46
Pros and cons of detailed bills		
WE'RE ON THE AIR! . . . . .	Arthur Spane	49
How medicine makes new friends, by radio		
WHAT'S IN YOUR BAG? . . . . .	Rendel Blake	50
Suggested contents of a general-practice handbag		
WATCH THE CONSUMER MOVEMENT! . . . . .	F. H. Rowsome Jr.	55
Part 2: Activities of co-ops, women's clubs, and Government		
RECLAIMING THE NEUROTIC . . . . .	Henry Taylor, M.D.	63
Advice on cultivating a neglected field of practice		
SYNDICATED SAGE . . . . .	John D. Weaver	64
Dr. Logan Clendening, at the nation's bedside		
SPEAKING FRANKLY . . . . .	6	INVESTING IN INDUSTRY . . . . . 71
SIDELIGHTS . . . . .	29	BABY PHOTOS BUILD PRACTICE . . 76
EDITORIAL . . . . .	37	DOOR-LENGTH MIRROR . . . . . 78
FOR SPEEDY BILLING . . . . .	43	TO PREVENT OFFICE ACCIDENTS . . 84
UTILITY HEAT SOURCE . . . . .	44	AIR-TIGHT BOTTLES . . . . . 92
CARTOON . . . . .	45	JUST PUBLISHED . . . . . 98
SHEETS FOR EXAMINING TABLES . . 48		LOCATION TIPS . . . . . 100
GOOD MORNING, NURSE! . . . . .	60	THE NEWSVANE . . . . . 103
YOUR DRUG AND EQUIPMENT COSTS . 68		WHERE TO FIND OUR ADVERTISERS 132

CIRCULATION: 138,000

H. Sheridan Baketel, A.M., M.D., Editor • William Alan Richardson, Managing Editor  
Patrick O'Sheel, Associate Editor • F. H. Rowsome Jr., Contributing Editor  
Lansing Chapman, Publisher • Russell H. Babb, Advertising Manager  
Copyright 1941, Medical Economics, Inc., Rutherford, N.J., 25c a copy, \$2 a year



**Painful Muscles**

are responsive to treatment with

*Antiphlogistine*

**Prolonged Moist Heat • Soothing Medication**

**THE DENVER CHEMICAL MFG. CO., 163 VARICK ST., N. Y. C.**

Sm  
Fl  
Sk  
On  
W  
Ac  
fai  
W  
La

No. 1. E  
rubber a  
... Dur  
lasting  
fortable

BECC

***A smooth finish, flat edge elastic bandage that matches the skin***



*Smooth*—because women prefer the smooth, mercerized finish.  
*Flat edge*—because women don't like ridges under silk stockings.  
*Skin-tone*—because women wear stockings in that shade.  
*One-third less bulky*—because women prefer the streamline effect.  
 When elastic bandages are indicated for women patients, specify Ace No. 4 and your instructions will be more cheerfully and faithfully carried out.

When extra pressure is required specify Ace No. 8 skin-tone with Lastex. The stretch is controlled. It will wash without bunching.

**B-D PRODUCTS**  
*Made for the Profession*



No. 1. Elastic without rubber and washable . . . Durable and long lasting . . . Cool, comfortable and effective.



No. 4. Skin-tone, preferred by women. Mercerized cotton—flat edges. Elastic without rubber and washable.



No. 8. For extra tension—with Lastex . . . Skin-tone with flat edges . . . Controlled stretch and washable.



No. 10. Elastic and adhesive . . . Packed in sealed containers . . . Many new uses. Booklet on request.

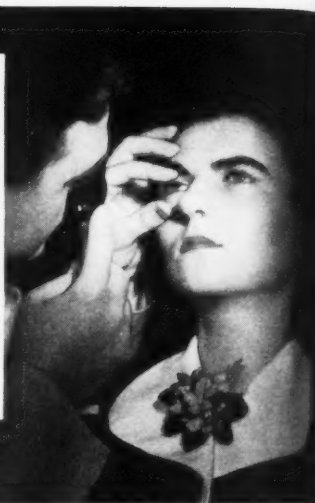
**BECTON, DICKINSON & Co., RUTHERFORD, N. J.**

# **NEW!** **BAUSCH & LOMB** **MAY OPHTHALMOSCOPE**

**... WITH ILLUMINATED  
MAGNIFIED DIAL ...  
INCREASED RANGE  
OF LENS POWERS ...**



Newest improvements in the 1941 Bausch & Lomb May Ophthalmoscope are: (1) a magnifier over the illuminated dial that gives double-size easy-to-read image of lens numerals; (2) increased range of power, from +20 to -25, increasing usefulness of the instrument for work with high myopes. The features for which the B&L May Ophthalmoscope is famous are unchanged—clear concentrated illumination, free from shadows, filament image of corneal reflection, variable by thumb control. See this brilliant new May Ophthalmoscope at your dealer's.



# **NEW!** ZIPPER CASE FOR BAUSCH & LOMB **DIAGNOSTIC SETS**



**PROFESSIONAL**

**CONVENIENT ...**

Designed to fit easily into a coat pocket, the new flexible top-grain leather zipper case for the Diagnostic Set provides space for battery handle, May Ophthalmoscope, Arden Vue Prism Otoscope, extra specula, extra bulb. Protection to instruments is assured by placing of battery handle and specula.

*Write for new descriptive literature*

# **BAUSCH & LOMB**

ESTABLISHED 1853

177 LOWELL ST., ROCHESTER, N. Y.

who  
sug  
tics  
in t  
due  
sim  
tory

1  
In  
th  
al  
21  
th  
in

2.  
No  
inf  
or  
of  
(p  
ter  
tor

R

# ANGIER'S EMULSION

satisfies two valid  
considerations

when narcotics, alcohol,  
sugars or harsh cathar-  
tics are contra-indicated  
in the relief of cough  
due to colds and other  
simple or acute respira-  
tory affections



## 1. EFFICACIOUS

In exerting a persistent tendency to encourage productive cough and thus reduce the frequency and severity of cough seizures, the unusually high viscosity of its especially refined petroleum content (2120-2130 Saybolt, at 25° C.) offers minimum possibility of seepage into the lungs. Its soothing effect and value in assisting the normal healing process are regarded as clinically important.

## 2. SAFE

Neutral tasting Angier's Emulsion is exceptionally well tolerated by infants, aged and diabetics. It can be safely administered in large or frequent doses without producing untoward reactions such as loss of appetite, gastric upset or nausea. Its hydrogen-ion concentration (pH 4.98-5.01) tends to inhibit the propagation of putrefactive bacteria in the intestines. Its value in normalizing intestinal function and tonus cannot be overestimated.

REQUEST THIS NEW BROCHURE *and clinical supply*

**ANGIER CHEMICAL COMPANY**  
Boston • Massachusetts

# speaking frankly

## G.P.'S

TO THE EDITORS: At the last meeting of the Association of Family Physicians, I was instructed to request publication of a letter in *MEDICAL ECONOMICS* which would solicit the cooperation of readers in furnishing the names and addresses of the presidents or secretaries of all general practitioners' groups in the United States. I am writing you now with that purpose in mind.

It is our intention to determine the aims and views of these groups with regard to the formation of a national organization and to elicit their reaction to the idea of a preliminary meeting in Cleveland at the time of the A.M.A. convention.

We deeply appreciate what *MEDICAL ECONOMICS* is doing for the men in general practice and hope that readers of the magazine will assist us in supplying the information we need.

F. W. Filsinger, M.D., President  
Assn. of Family Physicians  
Buffalo, N.Y.

## OSTEOPATHY

TO THE EDITORS: Your February editorial, "Associating with Osteopaths," is a frank discussion of a problem which is becoming more and more difficult to solve.

The older physician recalls the wide breach existing between the two concepts of healing; the younger physician is at a loss to understand why he had to struggle to meet such high requirements for the study of medicine when osteopaths apparently get by on a lower scale of requirements. All physicians wonder what the future holds for the orthodox practitioner of medicine when, by

reason of recent legislation, osteopathic physicians in New Jersey may take what amounts to a postgraduate course in medical therapeutics and, after passing a special examination, be permitted to practice both types of healing.

It must be acknowledged that, of all the "irregular" practitioners, the osteopath has the best preparation and training. His philosophy of treatment is—or at least was—based upon maladjustment of the spine and not on pathology as a physician understands it. It seems incongruous that there is suddenly a desire on the part of the osteopath, who never admitted the value of any drug therapy, to sing its praises at this time.

Perhaps osteopaths are becoming uncertain of the therapeutics they learned earlier. Frankly, their enthusiasm for joining the medical ranks now is due to the great strides obtained in medicine by the advance in serotherapy and chemotherapy. They should admit it.

Certainly, physicians who have spent years preparing for and practicing medicine do not desire to associate with any group whose teachings tend to break down the concepts of the science and art of healing.

Geo. M. Levitas, M.D.  
Westwood, N.J.

TO THE EDITORS: We must admit that osteopaths have something worthwhile to offer. How can we avoid it when our patients keep calling them in periodically?

But why doesn't the medical fraternity adopt the best of these methods, and teach them in our medical schools? By so doing, and by raising the standards for licensing to

DISP

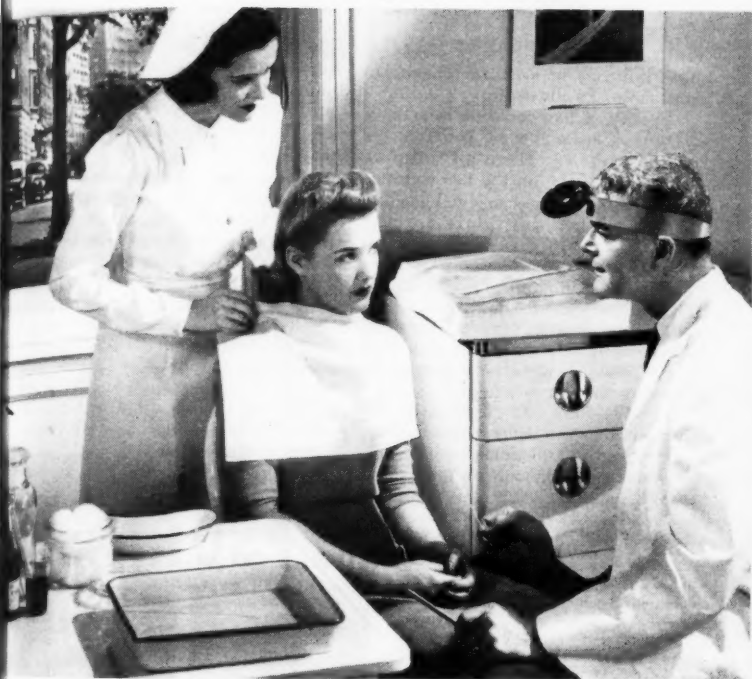
• Physi  
new pro  
patients  
as well  
examin  
Professi  
and abs  
thrown  
These

an unw  
"REG. U. S.

Job  
NEW

XUM

# NEW TOWEL *for office use*



## DISPOSABLE... SANITARY... VERSATILE... ECONOMICAL

• Physicians will find many uses for these new professional cotton towels: to protect patients' clothing, as shown in the picture, as well as for wipes and as underpads on examining tables and scales. Red Cross Professional Towels are soft, comfortable and absorbent. They are to be used once and thrown away. A new towel for each patient.

These towels are made of "Masslinn,"\* an unwoven fibrous material developed by

\*REG. U. S. PAT. OFF.

**Johnson & Johnson**  
NEW BRUNSWICK, N. J. CHICAGO, ILL.

the Johnson & Johnson laboratories. Backed with water-repellent cellulose. Size 19" x 14", in boxes of 100 and 500. Price: 100 for \$1.10; 500 for \$4.95.

ORDER FROM YOUR DEALER

**RED CROSS**  
*Professional*  
**TOWELS**

COPYRIGHT 1941. JOHNSON & JOHNSON

much stricter levels, incompetent cultists could gradually be eliminated...

J. W. Stevens, M.D.  
Glens Falls, N.Y.

TO THE EDITORS: Here in Missouri, the problems of organized medicine are acute. To illustrate:

Recently I had occasion to make a survey of medical men available for military service. There are forty-six registered M.D.'s in the five counties covered by the local medical society. Of this number, thirty-three are past military age. In this same area are seventy licensed osteopaths, a large majority of whom are much younger men. The figures show that osteopaths are locating in small towns, and making a living with which they are satisfied. Evidently the rural communities find them adequate.

In this State the osteopathic license covers the right to do surgery, obstetrics, and to administer drugs. It is not at all difficult to understand

why the present-day graduate in medicine feels he is not justified in locating in a small town, where he may have little opportunity to exercise the long and expensive education he has just completed. Meantime, large numbers of applicants fail to gain admittance to approved medical schools. Still desirous of entering the healing profession, many of them become osteopaths.

Osteopathy has influenced medicine just as did homeopathy and the eclectics. Some of us can remember when neither of these branches was recognized by regular medicine; now some of their graduates are prominent in organized medicine.

Medical schools have added physiotherapy to their curriculums, further broadening the field of investigation of means—other than surgery and drugs—to combat the ills of mankind. The osteopaths have added medicine to their schooling. It is not at all unreasonable to predict the day

## A "Must" FOR PSORIASIS

Controlled clinical tests show that the disfiguring cutaneous lesions of psoriasis not only disappear entirely in most cases, after use of Riasol, but that their recurrence is often avoided.

Riasol is recommended for just one skin condition—PSORIASIS.

A superior oily emulsified liquid, Riasol contains 0.45% mercury chemically combined with soaps, 0.5% phenol and 0.75% cresol. Extremely low mercury content enhances its safety.

Apply once daily, before retiring, after bathing and drying skin thoroughly. Treatment is simple, convenient and economical. Riasol is stainless and requires no bandaging.



Before Use of Riasol



After Use of Riasol

Mail coupon below today for your generous free testing bottle.

# Riasol

Strictly Ethical

Product for PSORIASIS



### SHIELD LABORATORIES

8751 Grand River Ave., Detroit, Michigan

Please send me professional literature and generous clinical testing bottle of RIASOL.

ME-1  
..... M.D.  
..... Street  
..... City ..... State  
Druggist.....  
Address.....

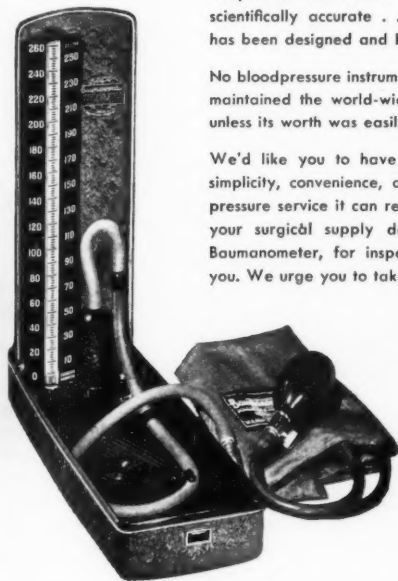
# No Compromise with

## *Principle*

Twenty-five years of experience catering to the various requirements of the profession in making bloodpressure apparatus exclusively, are behind the Baumanometer . . . From the very first Baumanometer to the present Master Instrument—its principle—and the claims made for it have remained one and inseparable. All are true Mercury-Gravity Instruments—All are scientifically accurate . . . and will remain so. Each model has been designed and built to meet a specific need.

No bloodpressure instrument could possibly have achieved and maintained the world-wide acceptance of the Baumanometer unless its worth was easily recognizable.

We'd like you to have a true conception of its accuracy, simplicity, convenience, and the complete economical blood-pressure service it can render. Therefore, we have authorized your surgical supply dealer to send you on request, a Baumanometer, for inspection and trial—at no expense to you. We urge you to take advantage of this offer!



***Lifetime***  
**Baumanometer**  
STANDARD FOR BLOODPRESSURE

### **The KOMPAK Model**

Smallest • Lightest • Handiest

**\$2950**

**W. A. BAUM CO. Inc. NEW YORK**

ORIGINATORS AND MAKERS OF BLOODPRESSURE APPARATUS EXCLUSIVELY

## METHENAMINE-PLUS

### For urinary antiseptics

Hexalet "Riedel" is a superior complete agent, presenting a chemical combination of methenamine (39.1%) and sulfosalicylic acid (60.9%).

## DOUBLE ACTION

1. Its sulfosalicylic acid produces an unusually high urinary acidification—in itself a strong antiseptic influence;
2. Its methenamine releases in the urine prolonged and uniform concentrations of antiseptic formaldehyde.

## SINGLE DOSAGE

Thus Hexalet alone renders the alternate administration of methenamine and a separate urinary acidifier an unnecessarily cumbersome therapy. Simplification of dosage is achieved with an increase in therapeutic efficacy.

## WELL TOLERATED

Hexalet "Riedel" is safe! It does not induce nausea or hematuria, as may other acid antiseptics . . . nor invite the toxic reactions that attend the use of newer agents.

*Dosage:* 2 tablets dissolved in a half a glass of water, 3-6 times daily.

### INDICATIONS

Pyelitis, Pyelonephritis, Ureteritis, Cystitis, Prostatitis, non-specific Urethritis, and pre- and post-operative use.

Riedel & Co., Inc., Brooklyn, N. Y.

## HEXALET

when the osteopath will be absorbed into regular medicine, much the same as have the homeopaths and eclectics.

Clifford E. Henry, M.D.  
Kirksville, Mo.

TO THE EDITORS: I always enjoy sitting in on the controversies aired in MEDICAL ECONOMICS. So I read with interest your editorial dealing with osteopaths.

My father and I hold the allopathic fort, while my brother and two uncles are standard-bearers for the osteopaths. With an open mind regarding the healing arts, and after thirty years of practicing medicine, I am of the opinion that neither of the above branches has a monopoly on the brains, nor on the best methods of bringing patients back to normal.

A great many families now have a family osteopath, as well as a family physician. The honest osteopath knows and admits his limitations. To belittle the successes of osteopathy in the eyes of an educated public—as the A.M.A. has done—shows our group to be too narrow-minded to deserve its position of leadership.

If osteopaths can help our patients get well—and they often can—then we must cooperate with them to that end . . .

H. N. Flexer, M.D.  
Joliet, Ill.

TO THE EDITORS: I happened to see your February editorial, and enjoyed it very much. Allow me to add that I think some sort of rapprochement between medicine and osteopathy would be a great thing.

John L. Umer, D.O.  
Toledo, Ohio

TO THE EDITORS: I could not honestly advise any young man to study medicine and begin practice here in Maine. The young osteopath has twice as good a chance to get started in this State.

Osteopaths here have their own

PI

T  
rachi  
moth  
with  
D. T  
babie  
usual  
medi  
contr  
venti

Supp  
Subse  
lance  
dieta  
rated  
her p  
rachi  
"good  
on its  
moth  
frequ  
Vitan

Every  
Evapor  
play th  
ucts li  
are pe  
the Sec

# R Irradiated EVAPORATED MILK



## ...FITS PERFECTLY INTO PEDIATRIC MANAGEMENT

THE first few days of the infant's life may mark the beginning of the rachitic process, if, prenatally, the mother has been inadequately supplied with calcium, phosphorus and Vitamin D. To these children, as to normal babies, Irradiated Evaporated Milk, usually supplemented with Vitamin D medicinals during the early months, contributes importantly in rickets prevention.

### Supplies Vitamin D Automatically

Subsequently, when the mother's vigilance relaxes with respect to extra-dietary Vitamin D, Irradiated Evaporated Milk, if originally prescribed by her physician, provides this anti-rachitic factor *automatically*. This "good habit started early" carries on its good work even though the mother consults her physician less frequently, and neglects to give Vitamin D medicinals to her baby.

**Protection at No Added Cost**  
Irradiated Evaporated Milk provides all the nutritive factors and advantages of regular evaporated milk, *plus Vitamin D*. It is not suggested to alter or supplant, but to *supplement* your customary antirachitic measures. Irradiation for Vitamin D enrichment adds nothing to this product's low cost.

### Send for "Rachitic Studies"

If you have not read "Rachitic Studies" by May and Wygant, write today for your copy. It reports the findings of a 3-year study on more than 600 children. Mail the coupon, your letterhead, or prescription form.



WISCONSIN ALUMNI RESEARCH FOUNDATION

MADISON WISCONSIN

Every licensed brand of Irradiated Evaporated Milk is entitled to display this Seal. All irradiated products licensed by the Foundation are periodically tested whether the Seal appears thereon or not.

Please send me free copy of "Rachitic Studies."

Name.....

Address.....

City.....State.....

ME-441



**A**LTHOUGH the cause of many menstrual aberrations may lurk obscurely in some systemic condition, the relief of symptomatic manifestations proves extremely beneficial . . . while constitutional measures are being inaugurated.

Ergoapiol helps remarkably to mitigate discomfort and normalize functional expression, by its tonic stimulus of smooth rhythmic contractions of the uterine musculature, and its hemostatic effect. Its dependable efficacy derives from its balanced content of all the alkaloids of ergot, together with apiol (M.H.S. Special), oil of savin and aloin.

**Indications:** Amenorrhea, dysmenorrhea, menorrhagia, metrorrhagia, menopause, in obstetrics.

**Dosage:** One or two capsules three or four times daily.

**How Supplied:** In ethical packages of 20 capsules.

Write for booklet: "Menstrual Regulation by Symptomatic Treatment"

**MARTIN H. SMITH CO.**

150 LAFAYETTE ST.  
NEW YORK, N. Y.

**ERGOAPIOL**  
(Smith)

separate examining board and are licensed to practice medicine, surgery, obstetrics, and the rest. When the osteopaths got started we had a Christian Scientist as Governor. He is now a United States Senator. I cite this as background to the fact that the profession in Maine has little or no influence with our legislature . . .

K. B. Tracy, M.D.  
Portland, Me.

## DRUGGISTS

TO THE EDITORS: What should physicians do about neighborhood druggists who enjoy being called "Doctor" by their customers, and who prescribe for skin lesions, coughs, etc.? One local druggist, I hear, is now giving injections to customers who buy ampoules.

Shall I talk with the druggists frankly? Should I start dispensing myself? I'd like to hear from any of your readers who have faced the same situation and have found a way out.

Samuel Finkelstein, M.D.  
Brooklyn, N.Y.

## "UPHEAVAL"

TO THE EDITORS: One of your provocative articles discussing better representation for the general practitioner in organized medicine posed the following three questions:

"1. Do you believe general practitioners should have an organization representing their particular interests?"

"2. Do you believe such an organization should be independent of the A.M.A. or a part of it?"

"3. Would you join and support such an organization?"

My answers are (1) Yes; (2) Part of it; (3) Yes.

J. Paul Kent, M.D.  
Altavista, Va.

TO THE EDITORS: I believe the general practitioner should have an organ-



**FOR INDIGESTION...**  
DUE TO EXCESS STOMACH ACIDITY

**BiSoDoL**

**POWDER • MINTS**

*Free samples on request*

**The BiSoDoL Company**  
New Haven, Conn.



Congratulations, Doctor, for staying streamlined! THIS stork, fortunately will listen to reason, so specify a shortwave machine with every advantage—a machine whose tubes



are guaranteed for AT LEAST 2 years; 1942 1941 with cable treatment facilities, with pads and induction treatment drum, with air-spaced arms. Bear in mind, too, that

you need the maximum of BOTH cutting and coagulating currents to use it for ALL your surgery. So BE particular. Choose...

# BIRTCHER



The Birtcher Corporation

5087 HUNTINGTON DR. LOS ANGELES, CALIF.

ization devoted to his special interests; it should be *independent* of the A.M.A.; I would gladly join and support such an organization.

H. C. R. Norriss, M.D.  
Kelso, Wash.

TO THE EDITORS: Every issue of MEDICAL ECONOMICS contains helpful information for physicians. I have found of particular value your "Upheaval in General Practice" articles. Many of us have felt all along that the Government's prosecution of the medical profession is aimed at methods which specialists, not general practitioners, have instituted and perpetuated—yet general practitioners are forced to bear equal blame.

We are hoping that the men who follow us into general practice may be able to capitalize on some of the measures proposed in your articles, looking toward a more equitable form of representation in organized medicine...

Cecil H. Wilson, M.D.  
Bartow, Fla.

TO THE EDITORS: Unless G.P.'s are given more recognition in official medical bodies, and more respect by the specialists, socialized medicine is around the corner.

M.D., New York

TO THE EDITORS: The general practitioner's ambition is not to see how far he can go in governing his colleagues, but rather to see how much good he can do for his patients. I would sincerely question the wisdom of forming an organization which would distract the G.P. from this goal and require new expenditures of time and money to purposes other than care of the sick...

W. S. Bartholomew, M.D.  
Lebanon, Neb.

## INNOVATOR

TO THE EDITORS: The adoption of green for walls, furniture, sheets, and

# MOLASSES TO INCREASE IRON IN THE DIET

## NEW FINDINGS SHOW ITS HIGH IRON CONTENT IS OVER 80% AVAILABLE

### QUICK SUMMARY

**RESULTS:** New Orleans molasses, known to be one of the richest food sources of iron, has now been proven to contain iron of from 80% to 97% availability.

**HOW TESTED:** (A) Chemically and biologically<sup>1</sup>. (B) Clinically<sup>2</sup>.

**SUGGESTED USES:** For child feeding where its high calorie value plus iron content make molasses a valuable dietary asset; and to provide extra iron during pregnancy.

**AVAILABLE IRON CONTENT:** 0.653 mgs. per tablespoonful in Brer Rabbit Molasses—Gold Label grade. 1.078 mgs. per tablespoonful in Brer Rabbit Molasses—Green Label grade.

**SUGGESTED AMOUNT:** One to three tablespoonfuls daily. This may be taken plain, on bread, cereal, desserts or in milk. Physicians may vary the amount, depending on the iron need, age, condition and tolerance of the individual.



It is the high iron *availability* in molasses which, combined with its rich iron *content*, places molasses ahead of practically every other food as a source of absorbable iron.

To supply up-to-date, exact data on this subject, the makers of Brer Rabbit Molasses co-operated in carrying out chemical, biological and clinical research. A brief summary of results of the chemical and biological tests is reported here for the information of the medical profession.

The molasses used in all of these tests was BRER RABBIT NEW ORLEANS

MOLASSES. Medicinal iron was used as the standard for comparison.

The chemical and biological tests confirm the high iron *content* of Brer Rabbit Molasses; they also show the *availability* of the iron to be over 90% in the Gold Label grade and over 80% in the Green Label grade.

Taste preferences for molasses differ. Brer Rabbit comes in two flavors to meet all requirements. If a dark, full-flavored molasses is desired, specify Green Label Brer Rabbit (Molasses "B" in table). If a light, mild-flavored molasses is wanted, specify Gold Label Brer Rabbit (Molasses "A" in table).

Because of its low cost and palatability, may we suggest that you recommend the use of New Orleans molasses where a higher iron content in the dietary is desirable? Penick & Ford, Ltd., Inc., Manufacturers of Brer Rabbit Molasses, New Orleans, La.

TABLE<sup>1</sup>

	Total Iron mg 100 gm	Per Cent avail- ability	Available Iron mg 100 gm
Molasses "A"*	3.2	97	3.1
Molasses "B"*	6.0	85	5.1
Beef Liver	8.2	70	5.7
Oatmeal	4.8	96	4.6
Apricots (dry)	4.1	98	4.0
Eggs	3.1	100	3.1
Wheat	5.0	47	2.4
Raisins (Muscat)	3.0	62	1.9
Parsley	3.2	50	1.6
Beef Muscle	3.0	50	1.5
Oysters	5.8	22	1.3
Cabbage	1.8	72	1.3
Mutton	5.1	24	1.2
Lettuce	1.5	63	0.9
Spinach	2.6	20	0.5

\*Brer Rabbit—Gold Label

\*\*Brer Rabbit—Green Label

1. Am. J. Dig. Dis., Vol. VI., No. 7 (Sept.), pp. 459-62, 1939.

2. Clinical research completed. Paper being prepared for publication. Reprints of these papers will be sent physicians on request.



## SLOW GRINDING

... the Marvel behind

## VIM SMOOTHNESS

*Slow-grinding* produces the smooth-acting syringe that frees you of exasperating leakage and backfire, of faulty, "sticky" action.

*Slow-grinding* matches each piston and barrel to an individually exact fit within 1/10,000". *Slow-grinding* is the marvel behind the velvety smoothness and tightness of VIM Emerald Syringes.

And because *Slow-grinding* does not injure the temper of the glass, VIM Emerald Syringes maintain their accuracy and smoothness indefinitely. The *Slow-ground* VIM is the longest lived, lowest-cost-to-use syringe you can buy.

All standard sizes; order from your surgical instrument dealer by the name VIM.



uniforms in the operating room of a St. Louis hospital is not, as reported in your February issue, a new idea. In the Autumn of 1932, Children's Hospital in Akron instituted the use of a pleasing green color for just these purposes.

A. S. McCormick, M.D.  
Akron, Ohio

*[The green motif at Barnes Hospital, St. Louis, was not reported as a new idea but as a milestone in a trend. In fact, anyone who wagered Dr. McCormick a new Spring bonnet that the use of green in hospitals began even before 1932 would no doubt collect.—THE EDITORS.]*

## CURE-ALL

TO THE EDITORS: If the profession wants to dabble with state medicine, let's advocate it wholeheartedly. I suggest:

1. Sponsorship and regulation by the profession.
  2. Limitation of medical-school applicants.
  3. Government hospitals with teaching and research divisions.
  4. Minimum internships of two years.
  5. General practitioners' salaries to start at \$2,500 annually; rising \$500 a year to \$5,000.
  6. Specialist-training (at reduced salary), after ten years' general practice and examination.
  7. Specialists' salaries to begin at \$5,000 a year; advance \$1,000 annually to \$10,000.
  8. Three-month "brush-ups" every five years, with full compensation.
  9. One month annual vacation, with pay, for every physician.
  10. Retirement on half-pay after age sixty.
- The above would eliminate the "high cost of medical care." Every G.P. would be well-trained; economic worries non-existent. No needless surgical procedures would be done. Nor

age s  
free to  
cabin  
space  
ped-d  
The  
Both  
same  
safety  
IN-B  
rugged  
We  
now  
Don't  
WILM  
1143 U  
CA

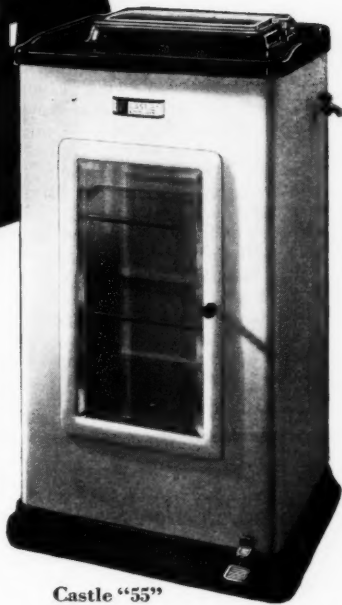
Which fits your  
needs better,  
DOCTOR?

CAN you use the large storage space, the sanitary foot lift and free top space of a Castle modernized cabinet instrument sterilizer, or do space restrictions demand the stripped-down portable model?

The first gives your office a "lift". Both are practical and have the same "Full-Automatic" sterilizing safety... the same lifetime CAST-IN-BRONZE boiler... the same rugged dependability.

We suggest that you modernize now... while prices are still low. Don't delay. Write to:

**WILMOT CASTLE COMPANY**  
1143 University Ave. Rochester, N. Y.



Castle "55"



Castle C-416

**CASTLE STERILIZERS**

would there be too many M.D.'s.

Where to get the money?

That can easily be worked out by the financial wizards in this country.

Oscar Hurovitz, M.D.  
Roxbury, Mass.

## DIAGNOSTIC

TO THE EDITORS: Discussing the question of health insurance projects in your January issue (p. 39), you mentioned that in a certain New York City project a plan is in operation which includes "diagnostic tests from one of two local hospitals." How often must your readers write to remind you that diagnostic tests are not done by a hospital but by a doctor? If that doctor is employed by a hospital and his services sold cheaply, a nice precedent is set whereby the hospital can hire a surgeon or internist and sell therapeutic services also. May I suggest that you and your writers keep perpetually on the

alert to emphasize that diagnostic tests are still medical tests, and if for the sake of temporary convenience they are given away or sold cheaply in a health insurance scheme, it will be but a short time till other medical services are treated likewise. The quality of medical care and treatment will be lowered, and the ultimate price for these services will go up.

L. Henry Garland, M.D.  
San Francisco, Calif.

[The phrase we used read in full: "diagnostic tests, through his doctor, from one of two local hospitals." Dr. Garland's point is well taken, nonetheless.—THE EDITORS.]

## CERTIFICATION

TO THE EDITORS: While on the subject of certifying G.P.'s, why not start the same move for industrial physicians? As chief physician for

# To administer AMINO ACIDS

THE synthesis of plasma proteins . . . the reconstruction of tissue proteins . . . and the formation of enzymes, hormones, and possibly even some vitamins in the body—are all vitally dependent on the intake of amino acids.

Yet, the normal supply may be seriously curtailed by anorexia, dietary limitations, or faulty metabolism.

To relieve threatened or actual blood protein deficiency, Aminoids provides essential amino acids, hydrolyzed by enzymic digestion from native proteins—together with carbohydrates, reinforced with vitamins B<sub>1</sub>, C, and D. Available in plain and chocolate flavor. Indicated for both children and adults. Send for literature.

THE ARLINGTON CHEMICAL CO., YONKERS, N. Y.

in  
palatable  
and  
immediately  
assimilable  
form...

### INDICATIONS

Conditions in which blood protein deficiency exists, such as underweight, gastric ulcers, convalescence, nephrosis, and pre- and post-operative feeding.

# Prescribe AMINOIDS

THE MULTIPLE AMINO-ACID PRODUCT

These 1  
men, 12  
of good  
of vitan  
about 1  
are liste  
plan or  
Ry-K  
each del  
ries, sup  
furnishe  
bulk to  
FREE TO  
Diets an  
on your  
979D CH

SOMEONE OUGHT TO TELL  
HER ABOUT **RY-KRISP**

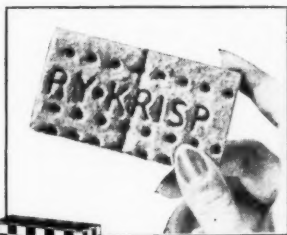


## Doctors find Ry-Krisp Low-Calorie Diets helpful in treatment of Obesity

These low-calorie diets, (1700 calories for men, 1200 for women), supply all essentials of good nutrition with possible exception of vitamin D. Permit safe weight loss of about  $\frac{1}{4}$  pound a day. Wide variety of foods are listed, making it easy for the patient to plan or order low-calorie meals.

Ry-Krisp is indicated as bread because each delicious rye wafer yields only 23 calories, supplies 7 International Units vitamin B<sub>1</sub>, furnishes energy economically, and provides bulk to help stimulate natural elimination.

**FREE TO DOCTORS!** Supply of Low-Calorie Diets and samples of Ry-Krisp. Address request on your letterhead to Ralston Purina Company, 979D Checkerboard Square, St. Louis, Missouri.



Ry-Krisp is an unleavened bread made only of pure whole rye, water and salt, baked into crisp wafers. A fine-flavored, wholesome all-purpose bread. Sold at most food stores in the U.S.

# For Maximum Hematopoiesis

*All the benefits of iron . . . with  
All the benefits of manganese*

—rendered fully assimilable by organic combination in peptonate form with partially predigested albumin.

## GUDE'S PEPTO-MANGAN

is completely non-acid, non-irritant to gastric mucosa, and free from corrosive or staining effect on the teeth.

### INDICATIONS:

For hypochromic condition in anemias of all types, during convalescence, after operations or prolonged fevers, for undernourished children or elderly persons.

### SUPPLIED:

In bottles of 11 fl. oz., or boxes containing 60 tablets, each separately enclosed in a safe and convenient wax-covered paper.

Each tablespoonful (15 grams) contains .2745 grams of peptonate of iron and .0973 grams peptonate of manganese. Alcohol 16%.

*Samples on Request*

**M. J. BREITENBACH CO.**  
**160 Varick St., New York, N. Y.**



company employing 1,500 men, I can see many advantages in certification, both to the physician and the employe. Chief objective, perhaps, would be the elimination of unscrupulous practitioners invading industrial practice, cutting fees, hiring untrained men, and dispensing inadequate care.

Marvin R. Houck, M.D.  
Carbon, W. Va.

### ADVERTISEMENTS

TO THE EDITORS: Every day there comes to my desk more advertising literature than I can possibly read. Hastily I glance through it, and occasionally find a choice descriptive pamphlet which is worth keeping. I have plenty of filing space for 3" x 5" and 4" x 6" material, but the only place most of this literature will fit is in my waste basket. Why do big drug houses spend so much money trying to be different? It makes about as much sense as it would for railroads to have odd-sized cars. I appreciate the fact that a few companies have taken steps to alleviate this condition.

Theodore E. Wade, M.D.  
Pueblo, Col.

### CORRECTIVE

TO THE EDITORS: May a podiatrist crash your pages?

I happened to see your January issue and was interested to note that the gentleman who posed for the picture in the advertisement on page 1 has a rather severely depressed metatarsal.



### Pictures In This Issue

- P. 41—De Palma-Black Star (top):  
Wide World
- P. 46—Gisler-MEDICAL ECONOMICS
- P. 56—Kaiden-Keystone
- P. 57—Globe
- P. 58—Lambert-Frederick Lewis
- P. 65—Pictures, Inc.
- P. 68—Ewing Galloway

14 KI  
Beef an  
sch. 6.  
10. Stra

# FOUR REASONS WHY

*You Can Recommend HEINZ  
Strained Foods With Confidence!*

**1** VITAMINS AND MINERALS are preserved in high degree by scientifically cooking finest-grade fruits and vegetables—vacuum packing them in special enamel-lined tins. *Quality is controlled from seed to container.*

**2** THE MOST MODERN cooking, straining and packing methods known to science have been developed by Heinz specialists working in the famous Mellon Institute of Industrial Research at Pittsburgh, Pa.

**3** FURTHER ASSURANCE of uniform excellence is furnished by constant research work of scientists in Heinz Quality Control Department.

**4** ALL HEINZ STRAINED FOODS on dealers' shelves are checked regularly by Heinz salesmen and replaced with fresh stocks after a limited time.

FOR ALL these assurances of quality, mothers pay no premium in price. And they know—as you do—that the famous 57 Seal and the Seal of Acceptance of the American Medical Association's Council on Foods mean protection for baby! Recommend these 14 ready-to-serve foods for the infants in your care!



## Heinz Strained Pears And Pineapple

● This delicious blend of favorite fruits has a mild flavor of juicy, ripe Bartlett pears enlivened with the more tart, refreshing tang of select tropical pineapple. It is particularly fine as a first fruit for babies who have not yet become accustomed to the taste of more acid fruits. And its natural sugar content makes it a good source of energy.

57



THESE TWO SEALS MEAN  
PROTECTION FOR BABY

# HEINZ Strained Foods

14 KINDS—1. Strained Vegetable Soup with Cereals and Yeast Concentrate. 2. Strained Beef and Liver Soup. 3. Strained Tomato Soup. 4. Strained Mixed Greens. 5. Strained Spinach. 6. Strained Peas. 7. Strained Green Beans. 8. Strained Beets. 9. Strained Carrots. 10. Strained Asparagus. 11. Strained Mixed Cereal. 12. Strained Prunes with Lemon Juice. 13. Strained Pears and Pineapple. 14. Strained Apricots and Apple Sauce.

tarsal arch of the right foot. This condition, apparently of long standing, has caused a dorsal retraction of his second, third, fourth, and fifth digits, together with a lateral deviation of his great toe, and a consequent over-riding and crowding of his fifth toe by the fourth.

I mention this because the condition is so common and yet it is so often overlooked by physicians. Trivial as it may seem, it can, nevertheless, cause a host of associated symptoms. When a patient complains of tiredness and pains throughout his thighs and legs, it would be well for the M.D. to look first at the feet. Corrective measures applied to the feet would in a great many instances assure the patient of comfort.

Dr. Arthur A. Macaluso  
Waltham, Mass.

#### FILIAL

TO THE EDITORS: Like several of my acquaintances, I practice with my

father. He is an outstanding internist.

I have observed the tenseness in such offices. The son feels the community is denying him the right to display his merit. He is constantly reminded what a marvel the "old man" is. He is advised to imitate him if he expects success. If he accidentally stumbles, Father joins the cry that such a situation never happened to him. If Son has new ideas, they're "theoretical." He must forget them—or practice on his own.

Never, never must there be a noticeable break in the routine. If Father has been nice to Mrs. Brown (a pain in the neck) so must Junior. Or at the next sewing circle Mrs. Brown will spread the news that the young upstart will "never be the man his father is." Yet patients often complain that sons of prominent physicians lack confidence or ability. What really is meant is that they rarely have dominant personalities.

M.D., Wisconsin



# Comforting

Prescribe GLYCO-THYMOLINE for its gentle, soothing effect on the oral mucous membranes. Helps allay irritation, and ease the associated discomfort.

*Free sample on request*

**KRESS & OWEN COMPANY**  
361-363 Pearl Street, New York

**SUCCESSFULLY USED FOR OVER 40 YEARS**

**IN COLDS AND SORE THROATS**

# *The* VAGINA *becomes an* OXYGEN TENT

**ACTION:** That is literally what happens—the vagina becomes its own oxygen tent—when safe, soothing STA-O-GEN is used in the treatment of both specific and non-specific leukorrhea.

At body temperature, in the presence of moisture, every particle of this ozonide of olive oil becomes, in effect, a miniature factory, producing and releasing a relatively huge amount of nascent oxygen, steadily and unremittingly for many hours.

**\*CONCLUSIONS:**—effective in the treatment of leukorrhea in general; (a) eliminates unpleasant odor of discharge; (b) cuts down or eliminates irritation inside and without vagina; (c) reduces quantity and density of discharge, including that following cauterization.

It is non-irritating and



Liquid for office use. Capsules for prescription. All wholesalers are stocked with these preparations for your druggist's convenience. Literature and samples on request.

CLINICALLY TESTED\*

**STA-O-GEN**

the bland, drugless, continuous nascent oxygen therapy for...

**LEUKORRHEA**

non-toxic in contradiction to the arsenic and picrate preparations, equally effective and actually soothing especially: (a) in the infantile vagina; (b) in the senile vagina; (c) in trichomonas vaginalis vaginitis of pregnancy.

\*Treatment of Leukorrhea with Ozonide of Olive Oil: David Nye Barrows, N. Y. State Journal of Medicine, Vol. 41, Jan. 25, 1941.

LATIMER LABORATORY, INC. • DEPT. F-1 • 41 EAST 21 STREET • NEW YORK



*These photographs were taken in the laboratory where Swan's skin tests were made and they show actual participants.*



**Hands in for 60 seconds.** One hand in Swan solution, the other in castile solution. 120 women and children—240 hands—took part in these unique immersion tests. Place:—laboratory of a leading pathologist. Purpose:—to test Swan's mildness against 4 of the finest imported "100% olive oil" castiles. First solutions of Swan and castile were made daily. All solutions were of equal suds value.

## SWAN BORROWS 240 HANDS

*Tests show this new, pure, floating soap is as mild as finest imported "100% olive oil" castiles*

AS A DOCTOR, you make purity and mildness first considerations in recommending a soap, whether for adult or infant skin.

These attributes have given fine imported castile its high acceptance among doctors.

In developing Swan, it was our aim to achieve castile standards of purity and mildness in an improved, but low-priced, floating soap.

On these two pages, we bring you clinical

evidence that we have succeeded in our purpose, evidence supported by 240 "borrowed hands."

We hope you will read the story of these unusual tests. We are sure these factual data will convince you that Swan Soap meets your most exacting requirements for personal as well as professional use.

## SWAN FLOATING SOAP

**PURE AND MILD AS FINEST IMPORTED CASTILE**

MADE BY LEVER BROTHERS COMPANY, CAMBRIDGE, MASS.

Hands s  
first and  
ful medic  
any unus  
tions, inc  
drying,  
systemic  
jective fin  
notations

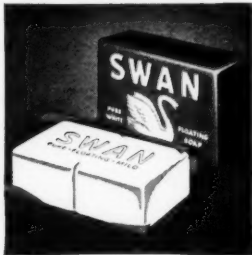
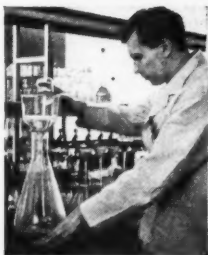
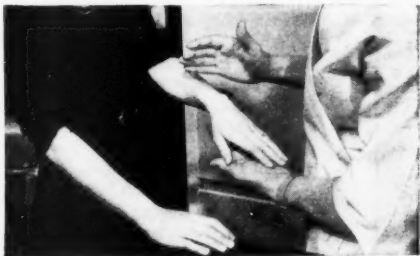
tion, 439  
orably to  
more fav  
Total fin  
on nearly  
Swan is a  
tion on t  
ported "1  
tiles, 60.1  
tested sho  
orable rea  
to castile



**Hands out for 30 seconds.** Whether 6 or 26 or 60 years old, subjects responded promptly as "stop-watch orders" were given. Hands were immersed to about 2 inches above the wrist; *in* for one minute, *out* for a half minute, 20 minutes in all. This procedure was continued three times a day for two weeks at a stretch.



**Hands scored twice daily.** Before first and last immersions, daily, careful medical observation was made for any unusual pathological manifestations, including roughness, redness, drying, chapping, presence of any systemic or specific skin lesions. Objective findings as well as subjective notations were recorded.



**Proof of Swan's mildness.** Results, as finally charted, reveal: 34% of the subjects showed no difference in reaction. 43% reacted more favorably to Swan. 23% reacted more favorably to castile. Total findings disclose that on nearly 80% of all subjects Swan is as mild in its reaction on the skin as fine imported "100% olive oil" castiles. 60.8% of all children tested showed *even more favorable* reaction to Swan than to castile soaps!



**Proving Swan's purity.** Most painstaking analytical breakdowns reveal Swan is as

pure as even the finest imported "100% olive oil" castiles. There are excellent reasons, to be sure, for both Swan's purity and mildness. All fats and oils are of highest grade, carefully refined to remove impurities. Swan has no free alkali, no free fatty acid, no coloring matter nor strong perfume. It will not go rancid.



**Swan has further advantages.** Bland, gentle, and mild as imported castile, Swan costs no more than old-style floating soaps. Yet it suds twice as fast; it is firmer; longer-lasting; whiter; smoother; fresher-smelling. Here is a soap that both you and your patients will approve.

**NOTE:** We are introducing Swan Soap in one district at a time. Even though it may not be distributed in your city yet, we felt sure you would want to know about this unusual new floating soap in advance.

# DIABETIC DIETS *can be improved and varied with* **KNOX GELATINE** (U.S.P.)

We have compiled a booklet which may save you time and trouble in preparing diets for your diabetic patients. It is called "Feeding Diabetic Patients—Young and Old."

The booklet contains a discussion of the principles of diabetic feeding, practical tables of food composition expressed in percentages of 100-gram portions, sample menus, and 33 pages of simple, economical and attractive recipes with composition and caloric value of all foods and recipes.

The use of Knox Plain (Sparkling) Gelatine is explained, with examples of how Knox Gelatine can give variety to appetizing "full-sized" meals without interfering appreciably with caloric requirements. (Knox is 85% to 87% protein—entirely free of sugar.) It contains a majority of the food amino acids and has been shown to supplement protein of nearly every variety of food.

Also included in this booklet are typical dietary prescriptions representing Normal Carbohydrate Maintenance, Restricted Carbohydrate High Fat, Diabetic Reducing and Children's Diabetic diets.

The coupon below will bring you as many of these diet booklets as you require, without obligation.

Your hospital will procure Knox for your patients if you specify it by name.

**KNOX GELATINE**  
(U.S.P.)  
**A SUPPLEMENTARY PROTEIN CONCENTRATE**



— SEND THIS COUPON FOR FREE BOOKLETS —

KNOX GELATINE, Johnstown, N. Y. Dept. 48

Please send me ( ) copies of "Feeding Diabetic Patients—Young and Old." I understand there is no obligation.

Name.....

Address.....



# Hypertension

There is wide divergence of opinion as to treatment of the many and often obscure contributing causes of high blood pressure. But on at least one point most physicians agree—the desirability of providing prompt and effective relief from symptomatic distress so often associated with arterial hypertension.

For this purpose, ALLIMIN Concentrated Garlic-Parsley Tablets have often been found impressively effective. Hypertensive headaches and dizziness almost invariably yield to treatment with this medication—and in a remarkably short time—sometimes in just a few days. Headaches are completely cleared and considerably relieved in most cases—dizziness in nearly all. And in a majority of cases, there is a marked decrease in both systolic and diastolic pressure during period of medication.

Initial tests on the hypotensive efficacy of ALLIMIN have recently received pharmacological confirmation. A New York investigator devised a technique for evaluating hypotensive medication, using cats as the test animals because their blood pressure remains remarkably constant under laboratory conditions. Direct blood pressure readings were made by means of a cannula inserted into the carotid artery. Eighteen cats were injected intraperitoneally with a solution of ALLIMIN. Almost immediately a fall in blood pressure occurred, reaching an average reduction of 27.2 mm. Hg. systolic pressure in 30 minutes. In the six control animals, blood pressure readings remained at the original levels.

ALLIMIN, containing simple vegetable substances does not rely for its effect on

drug principles which sometimes have high potentiality for harm. Each tablet contains  $4\frac{3}{4}$  gr. garlic concentrate and  $2\frac{3}{8}$  gr. parsley concentrate with excipients and coating. A special process of manufacturing makes these tablets tasteless and odorless.

There are no contraindications to the use of ALLIMIN, and no incompatibles. Accordingly, the tablets may be prescribed in combination with other medication when desired.

The recommended dosage is two tablets with water t.i.d. after meals for three consecutive days, skipping the fourth day. Medication is then resumed, again skipping every fourth day.

ALLIMIN is advertised exclusively to the profession. For liberal sample and pertinent literature, check, sign and mail coupon to

VAN PATTEN PHARMACEUTICAL CO.  
54 W. Illinois St., Chicago, Dept. M.E.

Gentlemen: Please send me the following:

- ☐ Reprint of article: THE EFFICACY OF GARLIC CONCENTRATE IN REDUCING BLOOD PRESSURE as determined by Standardized Pharmacological Tests on Cats from: Medical Record 152:354, 1940.
- ☐ Professional Sample of ALLIMIN.

\_\_\_\_\_ M.D.

Address \_\_\_\_\_

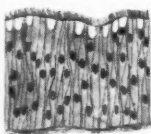
# ARGYROL SAFE AND EFFECTIVE

IN **ANY**  
CONCENTRATION  
ON **ANY** TISSUE

50% SOLUTION AS BLAND AS 1%

**T**O DESTROY infectious organisms is a simple matter, but to accomplish this without injury to the delicate tissues in which they are imbedded and without toxicity is another problem entirely. It is because ARGYROL so adequately fulfills this requirement that, in 40 years of world-wide use, it has achieved a reputation as the ideal mucous membrane antiseptic. Various conditions call

for different concentrations, but in all concentrations ARGYROL is safe and effective. ARGYROL is not an oily base preparation, not a vasoconstrictor, not a mercurial; nor a harsh astringent. It has a superior clinical record to all other mild silver proteins and it is chemically and physically different—in colloidal dispersion, in Brownian movement, in pH, in p<sub>g</sub>, and in chemical reaction.



#### NO CILIARY INJURY—NO TISSUE IRRITATION:

The "ciliary sweep" is a vital factor in throwing off upper respiratory infections. ARGYROL, despite its protective consistency, does not injure ciliary action. In addition to its adequate bactericidal effect, its mechanical action is detergent, demulcent, pus dislodging.



#### DECONGESTION WITHOUT VASOCONSTRICTION:

The continued use of vasoconstrictors may lead to sogginess, and loss of tissue resiliency. ARGYROL is inflammation-dispelling but induces no powerful artificial vasoconstriction.

**NO SYSTEMIC TOXICITY:** ARGYROL has been extensively employed in children and adults alike, but no case of systemic toxicity has ever been noted—and this despite the fact that it has been instilled into cavities as the sinuses, the bladder and the renal pelvis where it might be unsafe to employ some of the toxic metal solutions.

INSURE YOUR RESULTS . . . SPECIFY THE



**ORIGINAL ARGYROL PACKAGE**  
A. C. BARNES COMPANY, NEW BRUNSWICK, NEW JERSEY  
For 40 Years Sole Makers of ARGYROL and OVOFERRIN

"ARGYROL" is a registered trade mark, the property of A. C. Barnes Company.



It is 4  
church  
at med  
theme  
that the  
more sl  
It is  
diences  
fold the  
For, as  
ible me  
are bei  
some vo  
by yell  
If the  
to wres  
shackles  
ble vent  
to imag  
"For  
and spe  
you . . .  
notes . .  
the room  
in the fr  
Where  
platform  
speak up  
could b  
the audi  
Sad to  
ers are p  
silence.  
fending  
agony ho  
The reas  
satisfied  
One reas  
in certai  
patient  
have to  
ticular o  
ments.  
Only J

# SIDE LIGHTS



It is generally assumed that only church audiences pray. Yet audiences at medical meetings pray, too. The theme of their prayer is generally that the speaker will talk louder and more slowly.

It is unfortunate that medical audiences which engage in prayer don't fold their hands or bow their heads. For, as it is, the speaker has no visible means of knowing that prayers are being offered—unless, of course, some venturesome soul tips him off by yelling, "Louder!"

✓ If the Forgotten Listener were ever to wrest himself loose from the shackles of convention and give audible vent to his feelings, it's not hard to imagine what he'd say:

"For God's sake open your mouth and speak up so we can understand you... Get your face out of those notes... Let the men in the back of the room hear you, as well as those in the front row..."

Whereupon the gentleman on the platform would walk off in a huff or speak up as directed. Either of which could be depended upon to please the audience no end.

Sad to relate, though, most listeners are painfully polite. They pray in silence. With the result that the offending speaker never realizes the agony he is inflicting.



The reason why patients become dissatisfied and drift away are many. One reason is the physician's failure in certain cases to point out to the patient all the expenses that will have to be met as a result of a particular operation or series of treatments.

Only last month, a layman of our

acquaintance waxed indignant over an experience he had had. It seems that a few weeks previously he had consulted a surgeon about an operation and had asked the usual question, "What's it going to cost me?" The practitioner replied, "My fee will be \$100," and let it go at that.

After the patient had been operated upon, he received the surgeon's bill for \$100 as expected. But he also received a bill from another doctor—the anesthetist—who had never been mentioned to him, whom he never saw, and for whose services he had not expected to be charged.

The patient was not slow to take offense. He blamed the surgeon for not having informed him in advance. Further than that, he evidenced some suspicion of collusion between the surgeon and the anesthetist.

The patient's last-mentioned conclusion was entirely unjustified and we told him so. Nevertheless, it was apparent when further service was needed, he would consult another doctor.



Health insurance, it is often said, would correct the situation in which some physicians are deluged with patients while others sit idle, their ears tuned hopefully for the creak of the waiting room door.

On the surface, the argument seems like a tasty one. But it deserves careful chewing before being swallowed.

In the first place, if it refers to *voluntary* health insurance, it is untrue. Among several authorities that can be cited on this score is the Wisconsin State Medical Society, which has studied health insurance as thoroughly as any organization in the

# RESEARCH THAT KEEPS PATTERSON SCREENS AHEAD KEEPS YOU AHEAD, TOO!



At work in Towanda, developing your X-Ray Screens and guarding their uniform quality, are the trained forces of the Patterson Research and Testing Laboratories. . . studying and improving production machinery, guarding the purity of base materials, checking screen performance and uniformity. . . in a never ending study of what goes on inside your cassette.

Through this close concentration on one problem—the development of better X-Ray Screens—have come such contributions to better diagnosis as: the first brilliant fluoroscopic screen; the first double intensifying screens; the first High Speed Screen; and the dependable uniformity of all Patterson products.

Today, among all the variables that must be considered in X-Ray work—such as voltage, amperage, exposure, distance, etc.—the one *constant* you can always count on is the uniform performance of your Patterson screens.

And for the future, developments of the Patterson Research Laboratory will continue to contribute to the further improvement of X-Ray diagnosis. . . constantly pressing toward new horizons for developments which will make available better base materials and finished screens.

THE PATTERSON SCREEN COMPANY  
Towanda, Pa., U. S. A.

country. It is the concerted opinion of this society that "Voluntary health plans hold no promise of distributing equally among physicians all the demands of subscribers. The busy physician will continue to be busy and the unoccupied physician will continue to be unoccupied."

If the argument refers to compulsory health insurance, it is in large measure true. A compulsory system would undoubtedly do a great deal to equalize the size of physicians' practices. It would artificially enlarge the clientele of the doctor who had fared poorly in private practice while curbing that of the doctor who had succeeded. Which is another way of saying that skilled practitioners would have fewer patients and less skilled ones would have more.

We doubt, however, that the most ardent proponent of socialized medicine would care to have an appendectomy performed on him by a doctor who had failed to make the grade under the present competitive system.



"They have a car; so I don't see any reason why I should consider them as objects of medical charity."

This, spoken bitterly, often accompanies a doctor's instructions to his attorney or collection agent. The reasoning behind it is perfectly clear: The family has been willing and able to save money to buy a car; so why shouldn't it be willing and able to save money for the more pressing item of medical service?

The rightness of the doctor's claim can scarcely be challenged. Yet the family also has a point of view which, while not wholly logical, deserves to be understood. It goes like this:

"We gladly denied ourselves in order to accumulate enough money to buy a car. But how can we be expected to set aside money with equal enthusiasm for an operation that we don't want, an illness that we didn't ask for, or a medical expense that we

# New Knowledge about Proteins *in the diet for nephritis*

**New studies in the protein content of a popular breakfast cereal are of interest to doctors who are specifying diets for their kidney patients.**

**K**IDNEY disorders increase the destruction of tissue protein. If the diet does not replace this loss, nitrogen balance cannot be well maintained and the patient loses weight and strength.

## **Proteins supplied should have high biological value**

However, the body does not require a minimal amount of *total* protein but rather a minimal amount of each of those 10 amino acids which are essential to maintain and restore tissue. To spare the kidneys as much as possible, many physicians advise for their patients foods which are known to supply all 10 of these indispensable amino acids.

Recent research — both laboratory tests and feeding experiments — carried on by a leading authority on proteins has shown that all 10 essential amino acids are contained in Wheatena in biologically available form.

## **Wheatena—a natural wheat hot cereal**

Wheatena is made from selected winter wheat of high protein value. Nothing is added to the whole grain, and nothing taken away except the glassy outermost coating.

From the standpoint of proper nutrition for the nephritic patient, Wheatena is an economical source of protein because of its high biological value. As you would expect, its carbohydrate content exerts a "sparing" influence upon protein metabolism.

And Wheatena is economical in the popular sense. . . It costs less than 1¢ a bowl. Men and women alike enjoy Wheatena's tempting, toasted-wheat flavor.



## **WHEATENA**

**The Natural Wheat  
Hot Cereal**

# NICOTINE CONTENT

## Scientifically Reduced to LESS than 1%



TESTING SANO CIGARETTE SMOKE  
FOR ITS NICOTINE CONTENT

**S**ANO cigarettes are a safe way and a sure way to reduce your patient's nicotine intake. Sano provide that substantial reduction in nicotine usually necessary to procure definite physiological improvement. With Sano there is no question about the amount of nicotine elimination. With Sano you encounter none of these variable factors involved in methods which merely attempt to extract nicotine from tobacco smoke. With Sano, the nicotine is actually removed from the tobacco itself. Sano guarantees always less than 1% nicotine content. Yet Sano are a delightful and satisfying smoke.

### WARNING

Chemical analyses show that pinches of cotton used in cigarette mouth-pieces are entirely ineffective in removing any appreciable amount of nicotine from cigarette smoke.

FREE PROFESSIONAL SAMPLES

For Physicians

**HEALTH CIGAR CO. INC.**  
156 WEST 14TH ST. - NEW YORK, N. Y.

PLEASE SEND ME PROFESSIONAL SAMPLES OF SANO  
DENICOTINIZED PRODUCTS. NICOTINE CONTENT LESS THAN 1%

NAME \_\_\_\_\_

M.D. \_\_\_\_\_

ADDRESS \_\_\_\_\_

can't predict, estimate, or even be sure of incurring?"

Proper approach is for the medical profession to sell the public the idea of health as a radiant, desirable asset. Building a budget with which to keep healthy then becomes comparable psychologically to saving for a new car or for anything else which is actively desired.

Any dentist can vouch for the fact that a patient will save more conscientiously for a set of false teeth which he wants than for a filling necessitated by pain which he doesn't want. Once the public is educated to anticipate the joys of good health, it will budget for them as it budgets for the joys of an automobile, a radio, or an electric refrigerator.



More than one able physician has poured his literary soul into a series of collection letters for delinquent patients. But it is doubtful if any ever produced a more fetching epistle than the ambitious secretary who in her boss' absence typed this ultimatum to a debtor:

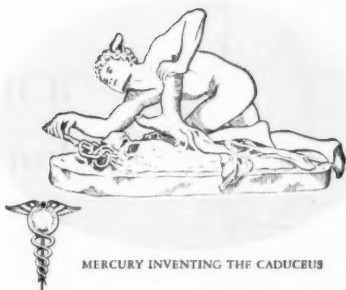
"Unless we receive your check for \$50 by April 6 we shall take steps that will astonish you."

Writing a good letter of any sort requires a peculiar touch. The secret, if there is a secret, says Charles A. Emley in *Nation's Business*, is to "Put yourself in the envelope and seal the flap."

The correspondent who does that first sweeps his mind clear of the clichés that make most business letters so banal. He speaks his mind with as little formality as the matter and the character of his correspondence will permit. He throws in at least one conversational, human touch.

Finally, having written this epistle, he reads it over and asks himself if it conveys the thoughts he intended to convey and if everything is clear. In the event that there's the slightest doubt, he revises the letter before sealing himself inside the flap.

YOU value that the final track that stimulates gently smooth, You can hand experience and irritation which soisting co Proceed Research actually overcom



MERCURY INVENTING THE CADUCEUS

*Smoothage* "An agent which supplies bulk within the bowel (bulk which is smooth, gently stimulating, non-irritating); an agent which re-educates the bowel to normal function and breaks the cycle of catharsis."

**YOU**, the physician, know the real value of Smoothage. You know that the mucosal lining of the intestinal tract is a delicate membrane—that stimulation of bowel activity must be gentle, based on the presence of smooth, bland bulk.

You can doubtless affirm, from first-hand experience, the folly of combating constipation with harsh cathartics and irritating roughage materials which so frequently aggravate the existing condition.

Proceeding from these facts, Searle Research has evolved an agent which actually supplies the bulk necessary to overcome sluggishness in the bowel

—yet provides it in a form that is gentle, bland and soothing to the irritated mucosa. The product—

## **METAMUCIL-2**

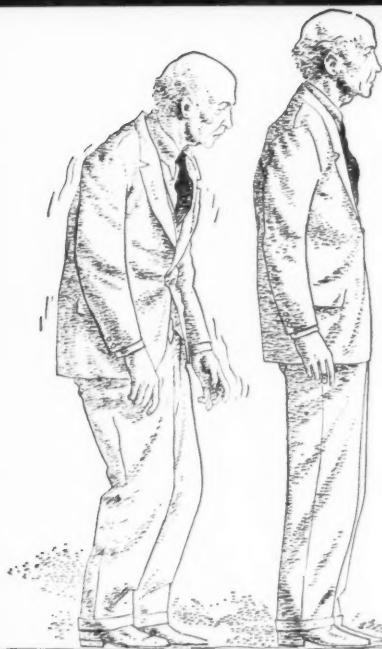
Widely acclaimed in the management of constipation, Metamucil-2 mixes instantly with fluids, and is unusually pleasant to take. May we send you a sample for clinical trial?



*G.D. Searle & Co.*

*Ethical Pharmaceuticals Since 1888*

CHICAGO New York Kansas City San Francisco



to assure  
a more  
hopeful  
future  
for the  
Parkinsonian  
patient

**T**HE response to 'Rabellon' therapy in Parkinson's disease and paralysis agitans is often prompt and dramatic. Many patients who have been unable to walk due to the failure of muscle co-ordination have regained sufficient muscle control following seven to ten days of treatment to enable them to walk unaided. . . .

A recent report reviewing an extensive series of cases states that of thirty-four patients with post-encephalitis (Parkinsonism), 50 per cent were markedly improved and 32 per cent were moderately improved. Some became entirely free from symptoms and the majority were able to work. Of eighteen patients with paralysis agitans, 17 per cent were greatly improved and 33 per cent were moderately improved. It must be realized that treatment with 'Rabellon' as well as all other known forms of therapy in this disease is purely symptomatic.

'Rabellon' Tablets are supplied in 0.5-mg. (total alkaloids) tablets in bottles of 100 and 1000. The tablets are quarter-sected to permit administration of small doses for initial treatment.

**Rabellon**

• *Sharp & Dahme*

NOTE TO  
yourself -  
for a quart  
been accep  
the Americ  
statement:



## Even a doctor may sometimes forget!

We realize that you know more than we do about the effects which caffeine has on the human system. But we're sure that you won't mind if we repeat these four cardinal points...

**1. The caffeine in coffee**...even in small amounts...may dull the sense of fatigue. At the same time, it may cause the sleeplessness that robs the system of rest.

**2. The use of coffee** may be contraindicated in certain cardiac and nervous diseases. If continued, its use may cause pulse irregularity, constipation, diarrhea, loss of appetite, etc.

**3. Like the effects** of any stimulant, the effects of caffeine may last as long as 48 hours, in many cases!

**4. At the first sign** of harmful effects of caffeine, many doctors urge the patient to "Switch to Sanka Coffee." (Sanka Coffee is 97% caffeine-free, so cannot produce any of the harmful effects due to caffeine.)

## SANKA COFFEE

REAL COFFEE... 97% CAFFEIN-FREE

**NOTE TO DOCTORS:** Try Sanka Coffee yourself—at our expense. Mail the coupon for a quarter-pound can. Sanka Coffee has been accepted by the Council on Foods of the American Medical Association with the statement: "Sanka Coffee is free from caf-

fein effect and can be used when other coffee has been forbidden." Sanka Coffee is available in "regular" grind, and in the popular, new "drip" grind. Make Sanka Coffee strong... a heaping tablespoon to a cup. A General Foods Product.

Copyright, 1940, General Foods Corp.

GENERAL FOODS, Battle Creek, Mich.

M. E. 4-41

Please send me, free and without obligation, a one-quarter pound can of Sanka Coffee.

Name

Street

City  State

This offer expires Dec. 31, 1941. Good only in the U. S. A.





(Number two in a series of six.)

## Common problems in the management of peptic ulcer

**"What are you doing to obtain  
such rapid ulcer healing?"**

X-ray examination demonstrates a decrease in the size of the ulcer in 10 days when Amphojel\* is administered by the continuous intra-gastric drip. Pain is relieved in 8 to 24 hours.

# AMPHOJEL

*Wyeth's*  
*Alumina Gel*

\*Reg. U. S. Pat. Off.



Four striking features of Amphojel Wyeth's Alumina Gel, are recognized by clinicians:

Amphojel provides prompt relief from pain. It permits rapid healing of the ulcer. It cannot be absorbed and eliminates the hazard of alkalosis. It reduces excess acidity without completely neutralizing the gastric contents.

**Amphojel, Wyeth's Alumina Gel**  
**Fluid Antacid . . . Adsorbent**

One or two teaspoonfuls either undiluted or with a little water, to be taken five or six times daily between meals and on retiring.  
*Supplied in 12-ounce bottles*

**For the Convenience of Ambulatory Patients**  
**Wyeth's Hydrated Alumina Tablets**  
**Antacid**

One-half or one tablet in half glass of water. Repeat five or six times daily, between meals and on retiring.

*Supplied in boxes of 60 tablets*

**JOHN WYETH AND BROTHER, INC., PHILADELPHIA, PA.**

As de  
higher c  
urally a  
How  
income  
private  
The  
briefly  
for med  
income  
income  
the imp  
But the  
amination  
In a  
Resource  
Expendi  
(p. 51) t  
is divid  
of equal  
families  
incomes  
to spen  
tional c  
The mi  
range  
spends  
group,  
spends  
Essen  
the sum  
ple for  
ratio to  
as natio  
penditu  
Admi  
dicted a  
billion  
far grea  
the mos

# EDITORIAL

## Defense and the doctor's income

As defense expenditures skyrocket higher every day, the question naturally arises:

How will these billions affect the income of the American physician in private practice?

The question can be answered briefly by stating that expenditures for medical care increase as national income increases—and that national income is certain to increase under the impetus of the defense program. But the matter deserves closer examination.

In a study made by the National Resources Committee ("Consumer Expenditures in the United States," p. 51) the population of the country is divided into three income groups of equal size. One group, comprising families and individuals with annual incomes of less than \$780, is shown to spend only 12 per cent of the national outlay for medical services. The middle group, whose incomes range between \$780 and \$1,450, spends 25 per cent. While the top group, with incomes above \$1,450, spends 63 per cent.

Essentially, the study shows that the sums paid by the American people for medical care are in direct ratio to their incomes. It follows that as national income rises so will expenditures for medical care rise.

Administration sources have predicted a 1941 defense outlay of ten billion dollars. Actually, it will be far greater, substantially exceeding the most lavish public-works or pub-

lic-assistance budget of the last decade. At least a temporary boost in our national income will be the result.

Current estimates indicate that national income for 1941 will top eighty billion dollars. This is some six billion dollars above the 1940 mark and about twice the depression-low figure of 1932. Larger expenditures for medical care are, therefore, a foregone conclusion.

Public-works and public-assistance projects tend to sustain their beneficiaries on a bare subsistence level at which they cannot afford to pay for much in the way of medical attention. But an armament drive (while it lasts) provides jobs at real wages. The scale of pay in defense industries, even for semi-skilled workers, runs up to and above \$1,450 a year.

The national preparedness program can thus be expected to lift a large body of families and individuals from the lower income level into the higher brackets where they will be able to buy and pay for adequate medical service. Their shift from a non-paying to a paying status is bound to be reflected markedly in the physician's income.

The unpalatable part of this temporary affluence is that it is being bought at the price of war.

H. Sheridan Baker

# Postgraduate study: 1941 style

*Bedside instruction draws doctors to classes  
at Wayne County's continuation school*

✪ "I just don't have the time or money for postgraduate study."

It's an old refrain. Too often, the complaint is justified.

Postgraduate study frequently involves a more or less extended absence from practice during a period of intensive study at a medical center. Expenses are likely to be high, counting in the trip, tuition, and living costs. To say nothing of the stoppage of income from practice.

To these drawbacks must be added the fact that most available courses consist chiefly of lectures and clinical demonstrations. Certainly these forms of teaching are important; but they're not the whole story. Sometimes a doctor in active practice feels the need of instruction more practical and utilitarian than can be obtained from academic lectures.

Such handicaps, of course, by no means constitute the swan song of postgraduate study. But they present a challenge.

In Wayne County, Mich., an alert medical society has answered that challenge by instituting a brand new kind of continuation school. Founded in 1939, this school was made to order for the physician who can't give up practice to engage in studies at distant medical centers.

According to Dr. Ralph H. Pino,

president of the Wayne County Medical Society during the school's formation, the basic purpose of the experiment has been "to permit a doctor to become a student again for as long as he wishes—and to assure him of practical, bedside instruction under competent teachers."

Here's the way the school works:

Courses take the form of clinical conferences, laboratory studies, and bedside instruction, with emphasis on the latter. From the beginning it's been a fixed policy to minimize didactic teaching as far as possible and to supplement it with practical and realistic instruction.

Each school year is divided into two sixteen-week semesters, the first from October through January, the second from February through May. Although instruction in general medicine is the chief aim of the school, classes in many of the specialties are included in the curriculum. Anatomy, cardiology, dermatology and syphilology, haematology, industrial medicine, laboratory interpretation, physiotherapy, and pediatrics are some of the subjects covered in the present school year. Practically all the courses—applied anatomy is an exception—take but one hour a week.

Ten hospitals in the Detroit area cooperate by setting aside four

days each  
facilities  
dents. I  
plan ma  
to the h  
hospitals, n  
fied or r  
ules to  
program  
Only  
any one  
tation m  
cians m  
hours, c  
when th  
the sma  
group h  
ture of  
praised  
Instru  
sources:  
practic  
bers of  
The latt  
member  
versity C  
A schoo  
there an  
whom d  
charge.  
that nex  
to comp  
When  
met on  
sicians h  
courses,  
over 10  
total m  
per cent  
So great  
applicat  
lack of  
Enrol  
high lev  
year, ev  
necessar  
\$5 to \$  
were fr  
first year

days each week during which their facilities are open to doctor-students. In fact, the success of the plan may in large part be traced to the helpfulness of the local hospitals, many of which have amplified or revised their teaching schedules to accommodate the school's program.

Only six doctors are allowed in any one bedside section. This limitation means that enrolling physicians must designate alternative hours, days, courses, and hospitals when they sign up. Nevertheless, the small size of each teaching group has proved to be the one feature of this school most often praised by participants.

Instructors are chosen from two sources: (1) experienced private practitioners, and (2) staff members of local teaching hospitals. The latter are usually also faculty members of Detroit's Wayne University College of Medicine, a Class A school. During the current year there are forty instructors, all of whom donate their services without charge. However, the school hopes that next year it will prove possible to compensate these teachers.

When the first bedside classes met on October 15, 1939, 207 physicians had enrolled for one or more courses. This number constituted over 10 per cent of the society's total membership, and almost 20 per cent of its general practitioners. So great was the response that many applications had to be refused for lack of teaching facilities.

Enrollment has remained at a high level during the current school year, even though it has proved necessary to charge tuition of from \$5 to \$60 per course. (Courses were free to society members the first year.) Attendance so far has

averaged over 80 per cent. Considering that enrollees are doctors busy with their own practices, this reveals a highly sustained interest. Ages of student-physicians have varied all the way from 30 to 77.

More than to anyone else, observers say, the success of Wayne County's continuation school is due to Dr. Pino. An energetic Detroit ophthalmologist, Dr. Pino was a guiding spirit behind the planning of this project, and has served as director since its advent. The county society has now appointed an assistant director, Dr. Fredrick Yonkman. Officials expect that the school will soon require a full-time executive staff.

Many of the courses offered are naturally of value to a doctor who is preparing himself for certification in one of the specialties. But founders of the continuation school point out that its program is fundamentally laid out not so much to develop specialists as to instruct physicians about the latest developments in general medicine. It's a purpose that has met with wide acceptance; almost 90 per cent of the doctors enrolled so far have been general practitioners.

Detroit physicians expect that the idea of a postgraduate school which concentrates on bedside teaching will spread to other cities throughout the nation. There are limitations, of course. It is felt, for example, that a successful program requires the presence and friendly cooperation of a Class A medical school. But with some seventy-five approved colleges now dotting the United States, there's good reason to hope that many enterprising medical societies will adopt the Wayne County model.

—ROBERT A. WEEKS

BY DIRECT WIRE FROM

# WESTERN UNION

1278

**CLASS OF SERVICE**  
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

**SYMBOLS**  
DL=Day Letter  
NL=Night Letter  
LT=Deferred Cable  
NLT=Deferred Night Letter  
WLT=Night Telegram

**MANAGEMENT**  
H. B. WHITE  
PRESIDENT  
NEWCOMB CARLTON  
VICE PRESIDENT  
J. C. WILLEVER  
VICE PRESIDENT

The filing time shown in the dash line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt in STANDARD TIME at point of destination.

WUX WASHINGTON D C JAN 21 6:00P=

WUX 27= TWS

1ST. LT. TED F. LEIGH=  
400 E. 90TH ST.=  
NEW YORK, N.Y.=

ORDERS ISSUING PLACING YOU ON ACTIVE DUTY ONE YEAR EFFECTIVE FEB. 4TH 1941 ON WHICH DATE PROCEED WITHOUT DELAY TO FORT MCCLELLAN. DUTY 27TH DIVISION. ORDERS FOLLOW.=

SUPPLIEE EXECUTIVE OFFICER SECOND MILITARY AREA=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

## I'm in the army now!

BY LIEUT. TED F. LEIGH

102nd Medical Regiment

Caught in the web of a great national emergency, thousands of U.S. physicians are being called to build the new American army. This is their story, as revealed in the personal record kept by Lieutenant Ted Leigh, M.C.R. It is printed here just as he jotted it down in his notebook. The chronicle begins when he closed his office in New York City and left for twelve months' training at Fort McClellan, Ala.

NEW YORK, JANUARY 10, 1941

★ Just two-and-a-half years ago I was commissioned a lieutenant in the medical reserve. Until yester-

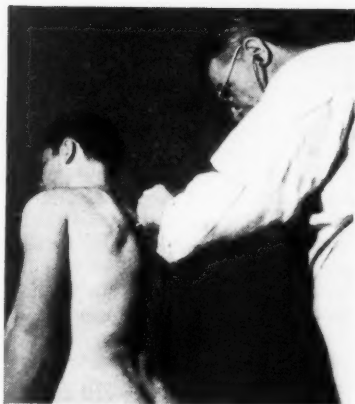
day, I never really identified myself with the spectacle of world upheaval which has since unfolded. Now, suddenly, I'm a part of it.

Last evening, the local medical reserve office telephoned, asking me to report for a physical exam. That's how I spent this afternoon.

What a routine! First you wait for half an hour; then a man in uniform takes your name and address, records previous physicals, and notes childhood diseases, operations, and what not. Next comes a tour of the specialized departments where you get a dental check-up

The a  
begins  
corps  
First c  
ied e  
signm  
an im  
the te  
gram  
camp  
remov

The army calls—and a new life begins for thousands of reserve-corps doctors like Lieutenant Leigh. First order is to report for a physical exam (right). If passed, assignment to active duty becomes an immediate reality, packed in the terse words of an official telegram (opposite page). Then to camp (below) and a regimen far removed from private practice.



chest X-ray, urinalysis, Wassermann, smallpox and typhoid vaccinations (if needed), and an EENT exam. (Despite one of the worst colds I've ever had, my nares were put down as "normal"! ) Finally, they test your lungs and heart.

The doctors took us four at a time, and went over us pretty quickly. Altogether, the exam took about three hours—including waits. I was glad to get out. (Educational note: I'll be a little more gentle with my patients from now on, seeing how it is.)

#### JANUARY 16

Six days—and still no word about the physical exam. I'm certain I passed; yet the suspense is killing. The only things that might conceivably flunk me are my chronic sinusitis and my weight, which is a trifle low. But the army is inclined to overlook such minor deficiencies just now. Officers are too badly needed for the huge expansion program. Even married men are being called.

#### JANUARY 17

I telephoned the colonel down at headquarters. He told me it usually takes seven to ten days to get a report of a physical. So I'll just have to sit tight.

Guess I'm like many other doctors in the reserve. We want to get into the army for a year; but we hate to abandon the practices we've slaved for. I'm counting on finding a trustworthy friend to take care of my patients while I'm away—someone who will impress upon them the fact that he is only substituting for me. Even if I find such a man, I'll still be lucky to get many of my patients back when the shooting's over. Wonder how fast a patient forgets?

#### JANUARY 21

At 7:00 P.M. I got a telegram ordering me to active duty for one year, effective Feb. 4. On that date I'm to "proceed without delay" to Fort McClellan, Ala., where the 27th Division is in training.

Thank Heaven the preliminaries are over! Even though I didn't have a say-so about where I preferred to be stationed. The Government ticket takes me South, so that's where I must be needed most. Now that everything's settled, I'm rather looking forward to it—in spite of having to give up practice.

They're allowing me the two weeks I asked for to wind up my "affairs." Nor is it any too much in which to close up shop on one way of life and get ready for another.

#### JANUARY 24

Today I got my uniform—or, rather, part of it. The prices surprised me. Here in New York, a uniform which includes the essential items costs anywhere from \$100 to \$300, depending on whether you get stock supplies at a military store or a hand-tailored outfit from an exclusive men's shop. I found no great difference between the material used in the inexpensive and in the high-priced clothes. It's mostly a matter of fit.

After shopping around, I decided not to get everything right away—only the stuff I'm sure I'll need. The rest can go till I've reached camp and have seen exactly what's essential. So far, I've bought a blouse, a Sam Brown belt, two khaki shirts and a black tie, a pair of light colored trousers (pinks I believe they're called), a belt to go with them, and shoes.

I'm still undecided about a coat

for wear outdoors. There's the usual long overcoat, or the Mackinaw which I hear is used a lot, or the trench coat with detachable wool or camel's-hair lining. The trench coat sounds like the best bet, more I think of it. It can be used as a raincoat and topcoat both. Memo: Get the darker shade; it won't need cleaning so often.

Total cost without the coat figures out to about \$80. It looks as if I'll have spent \$150 before I'm through buying.

#### FEBRUARY 3

So busy today I hardly had time to eat.

Found no one to leave my furniture with, so had it placed in storage. The landlord was very decent about breaking my lease, although I don't suppose he could very well have refused under the circumstances.

Making final arrangements at the office required quite a bit of time. In fact, I ended up spending practically the whole afternoon there.

I've had to buy my railroad ticket out of my own pocket, but the Government will make it up eventually. Officers get eight cents a mile travel allowance. That'll more than cover my expenses.

Joined several of my closest friends tonight for a farewell dinner. Two in the party, it turned out, have friends at McClellan—some of them high-ranking officers. I'm making it a point to remember the names.

To bed late, the alarm set for 7 A.M.

#### FEBRUARY 4

Off to catch the 9:30 train for camp. As of this date, I'm temporarily out of the practice of medicine. Not without regrets, though.

For it's hard to leave behind everything you've been working for so long. The practice I was slowly building up disintegrates into just so many "former patients." Out of sight, out of mind is probably as true in medicine as it undoubtedly is in love.

I'm determined to keep in touch with my best patients, though, even if it's only a postcard once a month. Some doctors entering service have had the good luck to be stationed close to home, where they can run down on week-ends to keep an eye on things and even handle a few cases. But in spite of winding up a thousand miles from home, I'll be fortunate in one respect: Most of the boys at camp come from around New York City. A few of them, I hope, will become my patients when I get back.

The train ride goes quickly enough. Probably the excitement. In the next car are thirty or forty British sailors going down to Mo-



**FOR SPEEDY BILLING:** Next time you order a batch of statements, have the lower half of each form imprinted with ruled lines. Here's how the new blanks will save time:

Right after the first of each month, your secretary fills in the names and addresses of current accounts on the statements, which are then filed alphabetically in a box kept handy on her desk. When she posts daily charges in the ledger, it is easy for her at the same time to type them on the corresponding statements.

Consequently, no matter what time of month a patient asks for his bill, it is immediately ready for him. And when the billing period comes around, all your secretary has to do is stamp in the date on each statement, slip it into a window envelope, and mail it out.

bile to embark on a secret mission. They are riding first class. Britain certainly treats her subjects royally, if this is a fair example.

I'm writing this in an upper berth. The subdued clatter of the train is like a song you can't help listening to. It gives some people insomnia. Not me. Drowsy...

#### FEBRUARY 5

Early this morning we pulled into the city of Anniston, from which I taxied the remaining six miles to Fort McClellan. The camp impressed me as drab and strange, like the forested winter countryside surrounding it.

First to Post Headquarters, to sign in. Then to 27th Division Headquarters to see the Adjutant, who tells me I've been assigned to the 102nd Medical Regiment. Which means, of course, that my job will be field work and training of recruits, not base hospital duties.

A sergeant took me around to Medical Regiment Headquarters, where I presented my orders. Had to answer a few questions about the schedule of departure and arrival on my trip down, how many dependents I have, and so on. The first lieutenant in charge at headquarters, I learned, is not a doctor, but an enlisted man long in the army and familiar with administrative work.

The army picture is something like this: Every division—fifteen

to twenty thousand men—is divided into regiments of artillery, infantry, engineers, etc. There may be several of each of these in a division, but there is only one medical regiment. Each regiment is further divided into battalions, and the battalions into companies. Of their functions, more later.

My greatest shock was to learn that—along with the rest of the army—my day starts at the cheerless hour of 5:45 A.M. Once out of bed we answer roll call, eat breakfast, and straighten up our quarters (all officers have orderlies to carry out the latter job).

The day's work starts at 7:45. Apparently, my duties will be many and varied at the start. Among them: lectures on such topics as first aid, fractures, simple anatomy, and physiology; hikes with the rank-and-file of the regiment; and physical exams for new arrivals. Lunch is at twelve; then back on the job until 5 P.M. After that, time's your own, unless you've been assigned some special detail. Dinner is at 6, but we can leave the post anytime after five as long as we're back by 10:30 for taps. Only time we can sleep away from the post is Saturday night. Week-ends last from noon on Saturday until 10:30 P.M. Sunday.

The doctors I'll be working with are all congenial and helpful. More are due from time to time as the regiment is brought up to full wartime strength. Every one seems to be happy in his work, and that means a lot. But I can see right now there's not going to be very much actual medical work.

*[A second installment of Lieutenant Leigh's personal record will be published next month.—THE EDITORS]*

---

**HEAT SOURCE:** A small quantity of steel wool fastened to a metal handle or merely wrapped around an old forceps will, when dipped in alcohol and lighted, make an excellent source of heat. A particular advantage is that it can be used over and over again.—GERALD W. BLANTON, M.D., Athens, Ohio.

ivid-  
in-  
may  
a di-  
medi-  
fur-  
and  
Of  
learn  
of the  
heer-  
out of  
break-  
quar-  
ies to  
7:45.  
many  
among  
cs as  
anat-  
with  
ment:  
arriv-  
back  
that.  
e been  
Din-  
ve the  
ong as  
Only  
m the  
k-ends  
until  
g with  
More  
as the  
ll war-  
ems to  
d that  
right  
e very

Lieu-  
rd will  
—THE



"Great temptation, isn't it?"

# When it's wise to itemize

*"For professional services" is not always enough, opinion-census shows*

⊗ Everyone, unfortunately, has met the kind of person who regards a doctor's bill as a personal challenge. His tune goes like this:

"Sure I saw Dr. Brown about a cold last month. And what happens: I get a bill saying 'For professional services, \$16.' Old Brown certainly soaks it on heavy."

Rarely does the casual listener challenge the point raised by this patient. Yet a persuasive question or two would probably elicit this memory: The patient saw Dr. Brown four times; his sore throat was painted on each occasion; and he received a series of anti-cold inoculations. In this light, Dr. Brown's fee begins to look quite reasonable.

A misunderstanding of this sort, multiplied several times, can readily mar any practice. Yet it might have been avoided entirely by sending an itemized bill.

To determine the pros and cons of itemizing bills, and to uncover similar expedients, MEDICAL ECONOMICS interviewed a diversified group of physicians. Opinion was found to be pretty evenly divided on the merits of itemizing. Both points of view are supported by sound practical reasoning.

## REASONS FOR ITEMIZING

"It's surprising how often patients

honestly forget some major part of their treatment," a busy practitioner remarked. "Maybe it's because they're excited or upset. Then too, forgetting may sometimes accom-



pany an attempt to rationalize about an unpaid bill. Under any of these circumstances, an itemized bill safeguards against misunderstandings."

Undoubtedly, a patient is less likely to pay when he's forgotten what the bill covers. A lump-sum statement gives him that opportunity to forget. When the same bill is broken down into its component parts, however, each item of service listed acts as a prick to the conscience.

"My bills are itemized," another doctor reported, "for the psychological effect on the patient. He is made aware of exactly how much has been done for him. Consequently, I find, the bill almost never antagonizes him."

Patients frequently compare fees charged by different physicians. Logically enough, the dangers of unjust comparisons are far greater when lump-sum statements have been used.

Cases where the patient's bill is paid by a third party were also recommended for itemizing. Likewise, according to many men interviewed, services rendered to Sammy, Susie, Aunt Agatha, and a house guest should be separated on the bill. An undifferentiated total may cause confusion.

#### BUSINESSMEN LIKE IT

One specialist pointed out that businessmen in particular prefer to receive a detailed statement. Accustomed to exactitude in their own affairs, they appreciate it in dealings with professional men. "A business man recently sent a lump-sum bill back to me," this doctor reports. "I asked him if he felt he had been overcharged. He replied that he merely wanted to know

what services were included, and how the figure was determined. Upon receiving an itemized accounting, he sent a check promptly. In fact, he also presented me with an office desk, declaring that the charges as revealed in my second bill were not high enough!"

Another specialist explained a further advantage: "Itemized bills help, I find, in collecting from slow payers. Not a few of these patients have a tendency to set aside a lump-sum bill pending discussion with the physician, whereas a bill which reveals how the total was calculated seems less capricious, and consequently is less open to dispute."

#### REASONS AGAINST ITEMIZING

Also unearthed by reporters were persuasive arguments against itemizing. Several physicians said they found little demand for detailed bills. "I don't recall getting a request for an itemized bill during the last three or four years," one of these men stated.

Others felt that making out detailed statements involves unnecessary effort. Notes must be kept on every service performed; each item must be verified and recorded at the end of the month; and the time required of doctor and secretary is correspondingly increased.

Another objection turns on the fact that itemized bills may create a false impression of the worth of various elements of medical attention. Thus a \$3 charge for a consultation may seem unjustified alongside a similar charge for a concrete item such as a vaccination. The exercise of high skill and experienced judgment can rarely be adequately expressed on a monthly statement. [Turn the page]

#### VARIANT METHODS

Many physicians interviewed, having learned the disadvantages of adhering exclusively to either itemized or non-itemized bills, reported the use of compromise methods. Perhaps the commonest of these is to send a lump-sum statement with this line printed on the billhead: "The individual items which make up this account may be inspected in the office." This device forces a dissatisfied patient to risk seeming penurious or petty in order to clear up his discontent. Such an inquiry also requires a troublesome effort. So that the patient is likely to pay up rather than prolong his dilemma.

Another suggested technique is to explain to the patient, during treatment, how his bill will be determined. This is excellent insofar as it encourages a patient to consider the fee *while* his doctor is attending him. But some physicians say this method gives undue emphasis to the size of the fee.

Several doctors reported making it a point to ask each new patient if he prefers receiving an itemized bill. Still more physicians itemize the *first* bill sent to new patients, as well as the first bill of a new series sent to previous patients.

#### SUMMARY PROS AND CONS

Generally speaking, it's apparent that three main benefits may be derived from itemizing: (1) The chance of misunderstanding about services and charges is considerably reduced. (2) Collections are often facilitated. And (3) a physician's reputation in regard to fee-setting is better protected against unjust comparisons.

Three disadvantages may also be cited: (1) Itemizing requires a

good deal of time to perform a service which is not always expected. (2) Some patients will be led to consider as justified only those services which are concrete or quantitative. Finally (3), these bills sometimes imply that a doctor is chiefly interested in building up a large fee.

#### BEST RULES TO FOLLOW

With both sides of the question thus weighed, the evidence suggests adherence to a flexible, middle-ground policy. To itemize *invariably* may be to waste time; and *never* to itemize may be to invite needless difficulties.

The problem is perhaps most efficiently solved at the discretion of an intelligent secretary, acting upon these general principles: Itemized bills should be sent at least for a time to new patients, and at the beginning of a new treatment series to previous patients. All complicated bills, especially those sent to someone other than the patient, are also best itemized. Finally, detail-minded people and businessmen will often appreciate this form.—J. C. MORRISON



**CRIB SHEETS FOR TABLE:** If you prefer cotton sheets to paper covers for an examination table, chances are you've discovered that the cost of purchasing and laundering bed-size sheets can mount up.

In our office, we use crib sheets for this purpose. Size 56"x36" has proved to be the most convenient. There's a dual saving. First, crib sheets cost far less to buy (usually about four for \$1) than ordinary cotton sheets. A dozen or two may be bought at a time, and a conveniently large stock kept on hand. The other saving, of course, comes in laundering.—M.D.'s ASSISTANT, Ohio.

# We're on the air!

*Medical broadcasts are winning greater listener-interest  
by an effective use of dialogue programs*

“Doctors on the radio? Their broadcasts are a washout!”

Thus spoke the program director of a large network radio station. His remarks were aimed at the local medical society's mid-morning series of health talks. But it could have been applied to many other medical programs—with equal justification.

That was two years ago. Since then, physician-broadcasters have seriously addressed themselves to these questions:

Is our medical program hitting home? How can it be made more effective?

Since the profession devotes several thousand hours a year to medical broadcasts, the questions are of wide importance. No simple, unqualified answers have been found. But experience has demonstrated three fundamental truths about medicine on the air:

1. Straight fifteen-minute talks are the easiest to produce. But because good scripts and experienced speakers are rare, they are usually dull.

2. Dialogue programs, either interview or question-and-answer, have a far higher interest value. However, they require more care in production.

3. Dramatic sketches have the highest potential audience interest.

Nevertheless, scripts which combine skilled radio writing with sound medical facts are exceedingly hard to find. And the ratio of ideas presented to time consumed may be relatively wasteful.

Recent evidence suggests that interview programs, a compromise between ideal ease of production and ideal listener interest, are steadily gaining favor among medical society radio committees.

From WBNS in Columbus, Ohio, a weekly broadcast called “How's the Patient?” has been drawing praise on two counts: (1) its liveliness, and (2) its medical soundness. In large part the work of Dr. H. M. Clodfelter, it is produced by the Columbus Academy of Medicine in the interests of preventive education. A quarter-hour broadcast on Tuesday afternoons, “How's the Patient?” has an estimated audience of 165,000 listeners.

Here's how each program is prepared:

A subject is chosen, with an eye to its timeliness and its continuity with preceding broadcasts. The selected speaker is asked to rough out an interview script, with the explicit understanding that his words will be reworked by others. Dr. Clodfelter then takes the script, edits it carefully, removes technical medical terms, breaks up long para-

graphs, and passes it on to Irwin Johnson, WBNS director. Mr. Johnson watches for radio taboos and does any revision necessary to bring the script up to good standards of radio technique.

When a final script has been obtained, a conference is held during which all aspects of the program are fully discussed. Several timing rehearsals are held, and problems of inflections or pauses are threshed out. Instead of lacking spontaneity, the resultant broadcast is a lively, true-to-life interview, crammed with solid medical information.

Constant watchfulness is required on this as on all radio programs. Once (and only once) it went on the air directly after a vigorous commercial for Carter's Little Liver Pills. But the station's scheduling department knows better now. Dr. Clodfelter combats radio's notorious skittishness about such words as stool, bed-wetting, urine, etc., by a subtle policy of introducing just one or two such words per program.

To prevent minor professional jealousies, physicians are given extra titles only when necessary to establish a speaker's special experience. "See your doctor" is not used as a recurrent slogan. Nor is any attempt made to "justify" the standards of the medical profession. When a controversial matter is aired, a consensus of reputable opinion is introduced on both sides of the point.

So large has been the response to "How's the Patient?" that special question-and-answer programs must be scheduled frequently to take care of listeners' queries.

A number of pitfalls must be avoided in producing interview programs. Most common mistake

is the tendency to include oversimple questions. Listeners usually like to identify themselves with the interviewer; hence any childlike ignorance displayed in his lines is likely to cause annoyance. Occasionally it is good showmanship to permit the interviewer to trip up the expert; and always it is wise to have him contribute something to the discussion.

No script should be aimed at the Vast Radio Audience. Ordinarily, listeners are either alone or in groups of two or three. Scripts which are written for huge audiences are apt to sound sententious to a solitary listener. Likewise, many original drafts tend to be too formal and orderly. In a genuine interview people do not speak in well-organized paragraphs, nor do they always finish their sentences. It follows that a few interruptions, hesitating searches for the *mot juste*, and other changes of pace can add life to most interviews.

Poor radio voices (especially those which read dialogue without pauses or inflections) should be avoided whenever possible. Statistics should be shunned like the plague. And in rewriting technical terms for a layman's vocabulary, care must be exercised to avoid anything that might be interpreted as patronizing. Most listeners may not know what a sphygmomanometer is, but they will instantly resent any trite explanation of what they *do* know.

More than lecture-like talks, radio interviews benefit from a meticulous attention to minor details. But judging from the increasing number of dialogue broadcasts, and from the added interest which they arouse, it's worth the extra trouble.

—ARTHUR SPANE

# What's in your bag?

BY RENDEL BLAKE

A study of 1,000 patients, conducted by five Winston-Salem, N.C., physicians, indicates that 85 per cent of the people who seek medical treatment can be cared for without recourse to any equipment but that contained in the doctor's handbag. What the physician should carry in his bag is therefore of major interest. The question has been raised so often that general practitioners were invited not long ago by MEDICAL ECONOMICS to submit their opinions. Tables on the following pages show their response in composite form. The many items suggested by G.P.'s appear in the tables classified by groups and further designated as either "Necessary" or "Optional." Those labeled "Necessary" were mentioned by almost every general practitioner who replied; the "Optional" items were recommended some-

what less often. An average handbag will accommodate all the "Necessary" items listed. [Turn the page]



## The Contents of the GP's Bag

---

### *Necessary*

### *Optional*

---

#### MISCELLANEOUS

Prescription pad

Instruction pad or sheets  
Dispensing envelopes  
Professional cards  
Blank checks  
Indelible pencil  
Street map and directory  
Tourniquet  
Safety pins

#### DIAGNOSTIC EQUIPMENT

Sphygmomanometer  
Stethoscope  
Otoscope } usually  
Ophthalmoscope } combined  
Pencil flashlight  
Tongue depressors  
Thermometers (oral and  
rectal)  
Tape measure

Head mirror  
Magnifying glass  
Percussion hammer

#### INSTRUMENTS

Scalpel and assorted blades  
Forceps  
Needle holder  
Hemostats  
Probe  
Scissors (surgical and  
bandage)  
Sutures (assorted types and  
sizes)  
Needles (assorted types and  
sizes; preferably pre-thread-  
ed with sutures, in sterile  
tubes)

Grooved director  
Eye spud and lancet  
Jaw opener  
Safety razor and blades  
Skin clips  
Forceps (1. skin-clip 2. offset-  
handle 3. splinter)  
Ear knife  
Ear curette  
Catheters (various sizes)  
Stomach tube  
Specula (nasal and vaginal)  
Mouth gag  
Eye magnet

## The Contents of the GP's Bag

### *Necessary*

### *Optional*

#### HYPODERMIC SYRINGES

1½ or 2 c.c.

10 or 20 c.c.

#### DRESSINGS

Applicators

Cotton

Sterile gloves

Lubricating jelly

Gauze pads

Adhesive tape

Bandages (assorted widths)

Band-aids

Vaginal packing

Nasal packing and tampons

Sterile towels

Cellulose tissues

Finger cots

#### ANESTHESIA EQUIPMENT

Ether mask

Ether

Novocaine

#### LABORATORY EQUIPMENT

Hemoglobin chart

Culture tubes and swabs

Specimen bottles for blood chemistry and Wassermann tests

Blood-counting set (pipettes, jabber, alcohol, acetic acid, Hayem's Solution, slides, cleansing solution)

Benedict's Solution or Galatest

#### DRUGS

##### *Hypodermic medications*

Morphine, either in tablet form (gr. ¼) or in solution

Morphine and atropine combined, either in tablet form (morphine, gr. ¼; atropine, gr. 1/150) or in solution

Apomorphine, gr. 1/10

Codeine, gr. ¼ and ½

Strychnine sulfate, gr. 1/30 and 1/60

Saline tablets

[Turn the page]

## The Contents of the GP's Bag (cont.)

<i>Necessary</i>	<i>Optional</i>
<b>DRUGS (cont.)</b>	
<i>Ampoule solutions</i>	
Adrenalin (usually in water; some- times in oil)	Camphor in oil
Caffeine and sodium benzoate	Amyl nitrite
Coramine or metrazol	Typhoid vaccine
Digitalis preparation	
Pituitrin	
Ergotrate	
Sterile water	
Tetanus antitoxin	
<i>Sedatives</i>	
	Barbiturates
	Triple bromides
<i>Antiseptics</i>	
Alcohol	Silver nitrate
Iodine (or one of the following: mer- thiolate, mercurochrome, mer cresin, bichloride of mercury, metaphen)	Benzine
<b>OPTIONAL MEDICATIONS</b>	
Acetanilid compound	Digestive powders
Anesthetic ointment	Dover's Powder tablets
Anti-pruritic ointment	Ear drops
Argyrol	Eye wash
Aromatic spirits of ammonia	Gargle tablets
Aspirin	Hormone preparations
Aspirin compound	Ipecac
Aspirin compound with codeine	Laxative pills
Bile salts	Mouth wash
Boric acid ointment	Nitroglycerine tablets
Boric acid powder	Nose drops
Calomel	Paregoric
Carminatives	Quinine
Cascara	Silver nitrate
Collodion	Sodium bicarbonate
Cough syrup	Sulfanilamide
Cystitis tablets	Sulfapyridine
Diarrhea preparation	Tannic acid jelly

# Watch the consumer movement!

*Part 2: Co-ops, women's clubs, and the Government cut across medical lines in their consumer activities*

❶ The fee-for-service system finds its sharpest contrast in the medical cooperatives. Some day, evolution may bring the two together. If not, an eventual showdown will force one or the other from the field.

Medical cooperatives are relative newcomers to the expanding realm of the consumer movement. But they've managed to cut a fancy figure in the liberal press and in the affections of important left-wing pressure groups. Actually, they have attracted controversial attention far beyond their present potentialities.

## COOPERATIVE ROOTS

A cooperative is simply a form of business organization. But its implications are far-reaching. Proponents describe it as a "way of life" and as a method of mitigating the evils of the profit motive.

Across the medical world, the shadow of the modern consumer movement falls like a portentous question-mark. What it signifies is seen in the story of its four main channels of influence: the testing agencies, consumer cooperatives, women's clubs, and government bureaus. MEDICAL ECONOMICS examined the first of these last month; dissection of the remaining three, plus a summary of the trend as a whole completes the analysis.

The first cooperative, a tiny grocery store, was founded in 1844 by impoverished weavers in Rochdale, England. The business structure they pioneered may be defined as an organization which supplies commodities or services to owner-members and returns any profits to them in proportion to their patronage.

In Britain and the Scandinavian countries, cooperatives have cut themselves a fair slice of the total business volume. While not as successful in the United States, they have multiplied rapidly in the last decade. In early 1940, Government estimates show, retail co-ops numbered 4,350, had a membership of 925,000, and reported annual sales totaling \$211,653,000.

## THE MEDICAL CO-OPS

Under a strict definition, genuine medical cooperatives in the U.S. number no more than seven or eight. Chief among these are the Farmers' Union Cooperative Hospital of Elk City, Okla.; Greenbelt Health Association, Greenbelt, Md.; Group Health Association of St. Paul; Group Health Association, Inc., Washington, D.C.; and Group Health Cooperative, Inc., New York City.

How a medical co-op works may be seen from a brief description of

the Group Health Cooperative, Inc., now getting under way in New York City.

G.H.C. is a non-profit organization offering complete medical care on a prepayment basis to persons in the low-middle income brackets. Top income level for individual subscribers is \$2,000; for a family of four, \$3,600.

In return for annual dues of from \$17 to \$23 per individual subscriber, G.H.C. offers general medical care, including periodic physical examinations; all specialists' services; and laboratory procedures, when required. A surcharge of \$1 is made for the first house call in any illness, and maternity service costs \$25 extra.

As required by New York insurance law, all licensed physicians within the State are eligible for a staff contract with G.H.C. They are paid according to an elaborate schedule, replete with "capitation" and "unit" fees. The plan's sponsors allege that a general practitioner devoting full time to subscribers should gross at least \$8,000 a year.

Unlike the co-ops in Washington and Elk City, G.H.C. does not require either subscribers or participating physicians to own stock in the controlling organization. However, both groups are invited to purchase shares (par value: \$10). Control of G.H.C. is vested in the shareholders, with two limitations: (1) No individual, however much stock he owns, is entitled to more than one vote; and (2) purely professional matters are left to a medical board, at present headed by Dr. Kingsley Roberts (see cut).

Bitter conflict with organized medicine has marked the course of several medical cooperatives. But



*Cooperator Roberts*

G.H.C. hopes that its liberal fee schedule and open-staff policy will avert professional antagonism. The local medical society, after studying the plan carefully, has taken no final stand. But if G.H.C. launches the vigorous membership campaign which it is now contemplating, the chance of an open scrap will probably increase.

#### STORM CENTERS

Bitterest opposition of organized medicine has been directed at Group Health Association, Washington, D.C., (immediate cause of the anti-trust suit against the A.M.A.) and at the Farmers' Union Cooperative Hospital, Elk City, Okla.

Control of these organizations, as of all true cooperatives, rests in the vote of the membership (except that purely medical decisions are made by a medical director). Neither of them, however, followed the customary genesis of being spontaneously organized by members alone. Both have recorded a

Federal sponsorship—not its status as a co-op—caused medicine to oppose Washington's G.H.A. (right).

Women's clubs have discovered "the health problem." Concrete example is the study kit (below) circulated by National Council of Jewish Women. Contents include copy of Wagner bill and reprints from New Deal sources.



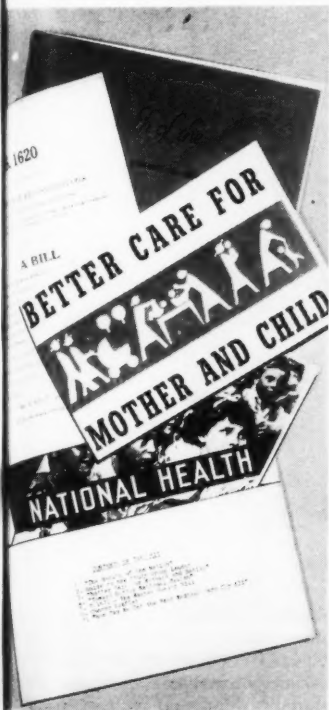
slow increase in membership.

Accusations leveled at these and at other medical co-ops include alleged unethical solicitation, underbidding, and interference with free choice of doctor. The co-ops, in return, accuse the fee-for-service system of having failed to care adequately for the low-income classes. They add that private practice makes ineffective use of modern preventive knowledge.

Beneath this deep-rooted controversy two facts stand out rock firm:

1. Co-ops are not necessarily breeders of socialized medicine, as some have charged. Neither is the cooperative business formula inevitably connected with the concept of government-in-business. The brick-bats of "socialized medicine" hurled in the fight over Washington's G.H.A. referred to its semi-concealed Government sponsorship—not to any quality peculiar to cooperation.

2. Judged by their record, medical co-ops do not fully merit the attention they have attracted. None has had smooth financial sailing,



and none has earned remarkable acceptance. One shrewd point of view classifies medical co-ops as a small, rather unpromising part of the trend toward prepaid medical service in general.

#### BUREAU OF CO-OP MEDICINE

Fountainhead of the campaign to establish more medical co-ops is the Bureau of Cooperative Medicine. Founded in 1936, the bureau is an off-shoot of the Cooperative League of the U.S.A., parent educational body of the co-op movement. Its purposes are self-defined

as "the assistance...in the establishment and improvement of plans of furnishing medical service on a prepayment basis." (Note that the bureau does *not* limit itself to co-operative plans alone.) Red-headed, fast-talking Dr. Kingsley Roberts, director of the bureau, bombards the public with a steady stream of pamphlets, articles, releases, and speeches.

Since February 1940, this bureau has been supplemented by still another, the Group Health Federation of America, Inc. Linking seventeen different medical service



*As the consumer movement expands, women backers of co-op retail stores are concerning themselves more and more with programs for redistributing medical care.*

plan  
aim  
serv  
of  
is D  
Roc  
wom  
Judg  
en's  
in th  
pow  
natio  
varie  
educ  
Re  
has  
from  
Amo  
the G  
Club  
Wom  
socia  
Wom  
Natio  
and  
and t  
Wom  
Th  
lems  
The G  
ple, e  
bers  
on su  
and  
to the  
The  
Unive  
memb  
progr  
Fran  
erated  
cal ch  
ity ho  
physic  
school  
in var  
In a l  
headq

plans. Group Health Federation aims to promote prepaid medical service, and to supervise standards of member plans. G.H.F. president is Dr. Mahlon D. Ogden, of Little Rock, Ark.

#### WOMEN'S CLUBS

Judged by membership alone, women's clubs are the most potent force in the consumer movement. Their power centers in a series of great national federations built around a variety of religious, occupational, educational, and social interests.

Recently, "the health problem" has gained an increasing audience from the women's organizations. Among the most active have been the General Federation of Women's Clubs, the National League of Women Voters, the American Association of University Women, the Women's National Institute, the National Federation of Business and Professional Women's Clubs, and the National Council of Jewish Women.

Their interest in medical problems has taken many directions. The General Federation, for example, encourages its 2,250,000 members to engage in study programs on subjects ranging from syphilis and public health administration to the medical care of the indigent.

The American Association of University Women (about 60,000 members) carries on a more direct program. In some cities (e.g., San Francisco) it has founded and operated well-baby clinics. Other local chapters survey their community hospital facilities, crusade for physical examinations of every school child, and take active part in various public health ventures. In a booklet issued from national headquarters last year, the associa-

tion analyzed the Wagner health bill and pronounced it the victim of unjustified criticism since "the bill actually does not...introduce health insurance."

The National Council of Jewish Women is particularly active in the medical field. To pave the way for a national health program, the council says it is "assisting in the process of formulating public opinion." A study kit called "The Health of the Nation" gives practical expression to this aim. The kit is filled (see cut) with a variety of leaflets, instructions to study-group leaders, a copy of the Wagner bill, etc. Much of this material consists of reprints from the Interdepartmental Committee to Coordinate Health and Welfare Activities, from the Department of Labor's Children's Bureau, and from similar sources.

#### EVALUATION

More and more, the women's clubs are growing to resemble pressure groups. In theory, these huge federations are democratic structures designed to give voice to thousands of local clubs. But, actually, there is wide latitude for manipulation from the top. Thus a potent instrument for arousing public opinion and diverting it into selected channels is placed in the hands of a few leaders.

Often, it's true, women's club members are more interested in companionship, gossip, and a sense of being usefully busy than they are in active crusading. But their support has added momentum to a number of causes.

Women's clubs may not make or break the Wagner health bill. But their increasing interest in such

[Continued on page 94]



## Good morning, Nurse!

BY MARTIN O. GANNETT, M.D.

☉ Mr. Yurak's dermatitis dates back almost exactly to his arrival from Siberia two years ago. A little elementary detective work traces every exacerbation to the taking of a bath. Soap allergy, perhaps. But why only in this country? Had he never had trouble after bathing in Siberia? "Bath? In Irkutsk! Ha! In Irkutsk no water, only ice. Horses freeze. I swim in river this Summer, then swim in river next Summer. No soap."

\* \* \*

"I've got this pain in my knee, Doctor. Two months now and it keeps me from sleeping. Undress? What for? I'm O.K. all over, I tell you. Just give me something for this knee. Arthritis, I figure. You don't have to show me you're earning your money."

It was hard work to get consent to a complete physical; and the

rectal examination required a sales talk all its own.

"Say! What's *that* got to do with a pain in the knee?"

The "arthritis" was cancer of the prostate, with metastases riddling the whole pelvic girdle.

\* \* \*

His recent gain in weight Dr. Gowen attributes largely to his two patients with lupus erythematosus. The carbon dioxide snow he uses in treating them is obtained free from a neighborhood ice-cream emporium where the snow is packed around every outgoing ice-cream purchase.

"My trouble is too much by-product."

\* \* \*

The coldest morning of the winter was made memorable for me by a call from Mr. Snyder. I arrived within fifteen minutes to find at

unk  
"O  
to  
at  
up  
In  
Sny  
a go  
L  
der  
hos  
wai  
pos  
no  
got  
pati  
me:  
"  
Doc  
I wa  
T  
Mrs  
ing  
indi  
Mr.  
mur  
Y  
of F  
L  
him  
'ion  
all t  
At  
cide  
amic  
try i  
the  
nurs  
the  
supp  
M  
silen  
come  
is a  
sulf  
H

unknown colleague already there. "Oh, we called your office, Doctor, to tell you not to come, but you'd already left." An ambulance pulled up as I was turning my car away. In all fairness, the voltage of Mrs. Snyder's hysterics often does rate a general alarm.

Last night a call from the Snyders was again relayed to me at the hospital. This time, I thought I'd wait a while to make sure about possible cancellations. There was no ambulance at the door when I got there, and no other doctor. No patient, either. The husband met me:

"She calmed down by herself, Doctor, and went out for some air. I was just going to call your office."

The Snyders always ring twice.

\* \* \*

Mrs. Ellis for years has been feeling herself all over for the faintest indications of oncoming cancer. Mr. Ellis is a stolid citizen, immune to hypochondriasis.

Yet witness the capriciousness of Fate:

Last week the husband presents himself before me with an ulceration. The biopsy report shows—of all things—carcinoma of the breast.

\* \* \*

At Grand Rounds, Dr. Costa decides to use powdered sulfanilamide on a wound, and wants to try it at once. Since there's none in the ward, Miss Curry dispatches a nurse to the third floor, another to the fifth, and the orderly to the supply room.

Meanwhile, as the Chief fumes silently, studying his watch, along comes a probationer. In her hand is a folded paper full of powdered sulfanilamide.

How come? Oh, there were plen-

ty of sulfanilamide *tablets* in the ward, so she just crushed a few...

\* \* \*

At the Graduate Fortnight exhibits, perhaps the most skillful preparation was the group of moulage casts of venereal disease lesions. The startling verisimilitude of chancre, chancroid, and lymphogranuloma reproductions was the marvel of the milling spectators. Said one: "This may be only a cast, but you don't get me to touch it. In fact, I'm going to wash my hands anyhow."

\* \* \*

At intervals, far rarer in life than in Hollywood, the opportunity to work the magic of actual life-saving comes to a doctor. Last week, Interne Ashley was so privileged.

He was bringing a flask of citrated blood for the twenty-year-old boy with bleeding ulcer, when the nurse intercepted him. "It's too late, Doctor. He just this minute went out."

By all the usual criteria the patient was indeed dead. No pulse, fixed dilated pupils, no heart sounds. But Ashley opened a vein and started the infusion anyway. After the second 100 c.c. the patient's heart was beating audibly. An hour later the boy looked around and smiled.

Ashley was on wings all day as he pocketed congratulations. He scrubbed in next day on the laparotomy undertaken to tie off the open artery, and watched the boy die a second time, even as a donor's blood was running into his vein.

\* \* \*

My talk to the parents' group was on "Calories and the Diet." Followed the discussion period and questions:

"Doctor, how can I make my Shirley eat her cereal?"

"Why is it, Doctor, the more crackers I eat and the more grape-juice I drink, the more I gain?"

"What do you think's the matter with my daughter? She's fifteen years old and she sweats terrible."

\* \* \*

Just a year ago, Mrs. Nehf, an assiduous syphilophobe, brought in a plump, apple-cheeked Pennsylvania girl, her new maid, for a Wassermann test. As on previous such occasions, Mrs. Nehf felt the need to apologize for the precaution. "You understand, Doctor, I'm sure. We have to live in the same house, after all; and we can't be too careful."

The youngster turned out all right, and that was the last I saw of her until two weeks ago. She came in by herself this time, and it took a third glance to recognize the milk-and-honey girl in this gaunt, hectically flushed face. She had been told she couldn't stay on if she didn't stop coughing, and she couldn't stop.

The apical shadow and the Gaffky count were not really a surprise after the physical examination. It turned out, after some field work, that Mr. Nehf had tried three sanatoria and found them wanting. He preferred to nurse his tubercle bacilli in the comfort of his own home.

\* \* \*

Ned Frank, taking graduate medical work at the university on a part-time basis, has been bumping into the difficulties of becoming a school-boy again after five years. Not the least of these is the bewilderment of patients at the change in his status.

Mr. Finkel, recommended to the doctor by the corner druggist, comes back indignant: "I thought you said he was a doctor! I ring the bell, they tell me he went to school. Is there a shortage of doctors in this town that I should go to a fellow who'll do his homework on me?"

\* \* \*

In midsummer, Pete Simon, the neighborhood ne'er-do-well, was brought in by his father and told to strip. "Doctor," said Mr. Simon, "this boy of mine is twenty-one and never held a job. Never finished school, either; but he ain't really dumb. Just lazy. Now I'm going to get him in the army and hope they can make something of him. You see is there anything wrong with him."

The only thing wrong was color-blindness, and Mr. Simon sighed dejectedly: "Even the army won't have him."

Yesterday, over the telephone, a jubilant Pete yelled: "Hello, Doctor! When can I come and see you?"

I told him.

"By the way, Pete, do you know the army needs men who are color-blind? They use them for spotting camouflage."

"Oh, is that so? Well, I wasn't calling about that. I'm coming over with my girl for some kind of blood test. We're getting married."

\* \* \*

The record for persistence belongs with the indomitable, go-getting spermatozoa of Thomas Eberle. Seven years ago, Mrs. Eberle's Fallopian tubes were tied, sectioned, and buried by the eminently able Dr. Seixas. Today, the lady is unmistakably pregnant.

# Reclaiming the neurotic

*Want to help your patients and yourself at the same time?*

*The opportunity exists—in your everyday practice.*

❶ The forgotten man of general practice is the neurotic.

The average physician sees him every day. His complaint is not obvious. It often goes unmentioned. But it exists nevertheless behind the mask of other ills.

General practitioners in search of a job that needs doing have their work cut out for them in this field. Few worthy aims in medicine are so comparatively unfulfilled. And few hold such potentialities as a practice-builder.

In spite of these obvious truths, we, as physicians, have driven thousands of neurotics into the hands of cultists. Through our neglect, we have failed to realize fully our function as all-round family counselors.

The neurotic is often intelligent. Since his condition seldom disables him physically, office treatment is practical. When helped, he is articulately grateful. And he is willing to pay his own way.

But isn't managing the neurotic a job only for the specialist?

When it comes to crippling neuroses—like obsessional and compulsive disorders, or pre-psychotic states—the answer is yes, of course. But for the ordinary hysteria, neurasthenia, or anxiety neurosis, the intelligent general practitioner is ably qualified to try his skill first.

Usually, as it happens, psychiatrists are available to private ambulatory patients only in the larger cities. Elsewhere, the general practitioner must handle these patients anyway. Either that, or see them parade in despair to cultist parlors, setting in motion a torrent of complaint against the whole "do-nothing" medical profession.

As a matter of fact, neurotics have found many positive advantages under the care of their family doctors. Often, the general practitioner will enjoy the patient's fullest confidence, where a strange specialist will not. And even in this enlightened age, many patients resent the fact—as well as the cost—of being sent to a psychiatrist.

Next question is: How to approach the neurotic?

Two things must be avoided from the start:

First, the physician must not say (or imply by his attitude): "There's nothing wrong with you... just nerves. Go home and forget it!" This is both undiplomatic and inaccurate. For there's a good deal wrong with the patient. You can be sure he *won't* "just go home and forget it."

Second, the physician must see clearly that a neurotic is not a malingerer. True, both have symp-

[Continued on page 82]

# Syndicated Sage

*Dr. Logan Clendening*

☉ With the nation his bedside, Dr. Logan Clendening has drawn up an old straight-backed chair and, with a finger on the pulse and a friendly, understanding eye on the tongue, has proceeded to talk sensibly and paternally about bowels and vitamins, heart failure and diabetes, drunken driving and overweight. A stately figure, florid of face and slow of movement, Clendening resembles the first Roosevelt (a likeness he can make still more startling by a slight adjustment of his upper plate), and in general looks the part of the able, jovial adviser known to millions of strap-hangers and bus-riders who read his syndicated newspaper columns. He has a broad literary background and an instinctive sureness with words, a gift which leads critics to rank him among the topflight physician-authors.

The variety of the syndicated Clendening topics would astound anyone not familiar with American journalism. Not only does he cheerfully report on cancer and leprosy, but also on keeping food in electric refrigerators and on the reasons why blondes freckle more than brunettes. In the Summer his writings touch on prickly heat, poison ivy, the need for extra salt in the system, swimming, and sunstroke.

In the Winter he writes of colds, pneumonia, overeating.

From time to time he will twit George Bernard Shaw on his vegetarianism—Dr. Clendening once made a survey of meat-eating doctors—or praise a new popular medical book. He may even comment on the foreign situation; last Summer he speculated on the possible effect of Mississippi Valley ragweed on the hayfever of Germans seeking to invade the country from Mexico. Mosquito bites, cigarette filter-holders, body odor, how to make lemonade, medical errors in movies—these and a thousand other topics find a place in the Clendening column, where they are treated engagingly, in a light, easy-to-read style.

In Kansas City, where he was born in 1884 and has remained, the doctor is affectionately regarded as an amiable oddity, sublimely indifferent to what people think. He lives in a handsome, rambling brick house set well back on a sloping lawn. A small formal garden to the west and just off the living room offers a view of jonquils, white tulips, and climbing roses when the doctor looks up from his writing (he does his column in the morning, working at a card table). But the doctor, unlike *Candide*, has not

found the peace of puttering in the earth. The garden is his wife's province.

The doctor's mother, so he says, had hoped he would take up a literary career. "But," he continues spoofingly, "I definitely decided to practice medicine when I heard that an anesthetist engaged by Dr. Perkins to assist at an operation was to receive \$500 for the job."

After a two-year academic course at the University of Michigan, Clendening enrolled at the Univer-

sity of Kansas Medical School, from which he received his M.D. in 1907. He now is professor of clinical medicine on the Kansas faculty. He took postgraduate work at the University of Edinburgh, returning to set up a Kansas City practice in 1909. The routine of his life was interrupted by the first World War, when he was dispatched to Fort Sam Houston, Texas.

His writing career began with a novel of his boyhood, never pub-

*Week after week in 1939, power drills in use on a nearby WPA sewer project shattered the quiet atmosphere of Dr. Clendening's home. It got so bad the doctor couldn't concentrate on writing his nationally syndicated medical column. So he calmly took an ax and launched a personal attack against the drilling machine. Though he landed in a Kansas City jail temporarily, Clendening endeared himself to millions who read of the quixotic stroke in front-page news stories.*



lished, which he worked on after the armistice. His most popular book, "The Human Body," was published in the Fall of 1927. He is also the author of "The Care and Feeding of Adults," "Behind the Doctor," and "A Handbook to Pickwick Papers." At present he is working on "A Medical Baedeker," a book which will report on the great shrines of his profession.

Research, along with a restless urge to explore the world for good food and good living, has kept the doctor much on the go. He bobs up at curious places at curious moments. American reporters were not at all surprised when he happened into Tours at the time the world was buzzing about the forthcoming marriage of the Duke of Windsor and Mrs. Wallis Simpson. The American newspapermen persuaded the doctor (he needed little coaxing) to reverse his collar and slyly suggest to the European press representatives that he had come to Tours to be of service to the former King of England. The European reporters almost bowled him over in their eagerness to get the story; his picture (he posed with irreverent shyness) made the leading Paris papers.

Always a wag, the doctor, according to local Missouri legend, is supposed at the time of his marriage in 1914 to Miss Dorothy Hixon, daughter of a lumber magnate, to have whispered loudly out of the side of his mouth at the with-my-worldly-goods clause, "Damn, there goes my bicycle!"

Mrs. Clendenen has grown accustomed to his jocular habits. One day early in their married life she was whirling downtown in her electric coupe to meet her husband when he happened to espy her still

some distance away. He ducked into a notorious saloon, waited a moment, then lurched out in the street in an exaggeratedly drunken stagger, slumped in the gutter, and cocked his eye up to get a good view of Mrs. Clendenen's face. She drove by without registering the slightest sign of recognition. Another time, at a dance, someone approached the doctor and asked, "Who is that dancing with Mrs. Clendenen?"

"My friend, I do not know," he jibed. "I presume some member of the Humane Society."

Dr. Clendenen lives among books, working in a stuffy, book-lined office in an antiquated downtown building, or relaxing in a bookish home. An expert on Dickens and Conan Doyle, he has contributed distinguished criticism of the works of both writers. His collection of early medical books is famous. One of his gifts to the Hixon research laboratory of the University of Kansas Medical School consisted of 10,000 volumes. Assembled over a twenty-five-year period, the library is valued at \$50,000.

Among the rarities in the collection is a first edition of Harvey's treatise on blood circulation. The first description of the X-ray, Curie's treatise on radioactivity, and early books on surgery, immunization, and anesthesia also are included.

"There is nothing you learn in the world that doesn't add to your ability as a physical diagnostician," he once told a lay group, when the question of culture and healing came up. "As for myself I would not care to be examined by a doctor who had not read 'Hamlet.'"

Hypersensitive to noise, Dr. Clendening made national headlines in February of 1939, when he quixotically attacked a WPA sewer project with an ax after four months of trying to write while an air-compression machine relentlessly dinned away not a hundred yards from the handsome Clendening home.

"I can see the point," said Walt Bumgarner, foreman on the project, after the magnificently futile assault. "Some guys work with their minds. Noises to a mind-worker must be mighty unpleasant, all right."

Bumgarner said he was standing near the air-compression machine the dramatic afternoon of the Clendening *blitzkrieg*, when he saw the doctor striding toward him. The foreman recognized the doctor at once because Clendening earlier had called to ask him if the din was necessary. Bumgarner had explained the function of the machine, patiently pointing out the problems involved in drilling into the hard shale fifty feet below the surface of the street.

"The doctor was empty-handed," Bumgarner told newspaper reporters. "He was marching along like he had a purpose. Then I saw him stop one of my men and the man pointed to me."

To Bumgarner's astonishment, Dr. Clendening, tastefully and expensively tailored, pulled from somewhere on his person an ax with a handle two and one-half feet long. The blade was a bit rusty, but the edge gleamed in the afternoon sunlight.

"You're the foreman here, aren't you?" Dr. Clendening demanded of Bumgarner, who nodded and said, "How do you do?"

"I'm going to stop this damned thing once and for all," Dr. Clendening stormed, waving his ax toward the machine.

"He was all dressed up," Bumgarner continued. "He didn't take off his hat or his overcoat. He just walked around to the connection with the valve and the pipe feeding the drills, and began letting the valve have it."

The workers scattered, one of them chuckling next day about the doctor's inability to withstand the spirited exercise. "I said, 'Friend, you sure can puff,'" the worker told newspapermen. In any event, Clendening was hardly dressed for the occasion, what with a splendid Homburg, a boutonniere, gloves, and neatly folded pocket handkerchief.

"Why not build your sewers in Omaha?" the doctor is quoted as having said after flinging down his ax. "Why curse me and torture me with your machines and your sewers? I say to you, this damned rat-a-tat-tat, day after day, week after week, month after month, year after year, must stop. And I'm going to stop it."

After police arrived, Bumgarner guyed the doctor about a threatened punch in the nose.

"Doctor," the foreman baited, "from what you say, you wouldn't punch a nose spontaneously, would you? You'd go about it with great deliberation and planning, wouldn't you?"

"That's the beauty of the planned attack," the doctor said. "The great pleasures are in deliberation, not spontaneous action."

That night the foreman nodded his head admiringly, remarking, "That guy's a case, all right."

[Continued on page 90]

## What physicians spend for



⊕ Drugs & supplies cost the American physician an average of \$590 a year. Instruments & equipment cost him \$363.

His drugs-&supplies outlay equals 8 per cent of his average gross income of \$7,365 and 20 per cent of his average total professional expenses of \$2,963. Similarly, his instruments-&-equipment outlay

equals 5 per cent of his gross and 12 per cent of his expenses.

These findings are based on analysis of 7,707 reports from physicians who replied to the Survey of Medical Practice. Other results appear in the accompanying tables. They show at a glance whether your drug and equipment expenditures compare favorably with those

**TABLE 1H.—AVERAGE AMOUNTS SPENT BY MD's  
IN 1939 FOR DRUGS & SUPPLIES,  
INSTRUMENTS & EQUIPMENT  
(According to type of practice)**

<i>Type of Practice</i>	<i>Drugs &amp; Supplies</i>	<i>Instruments &amp; Equipment</i>
Full specialists .....	\$599 (6%) .....	\$434 (4%)
Partial specialists .....	598 (8%) .....	378 (5%)
General practitioners.....	582 (10%) .....	324 (5%)
(Excluding partial specialists)		
All physicians .....	590 (8%) .....	363 (5%)

Figures in parentheses indicate percentages of gross income.

of colleagues in similar circumstances. They also indicate such facts as these:

That physicians in small towns spend about twice as much for drugs & supplies as do doctors in large cities.

That expenditures for drugs & supplies are affected scarcely at all by whether one practices in the East, West, North, or South.

That there is little difference in the amount of money spent for drugs & supplies by full specialists, partial specialists, and non-specializing G.P.'s; but that there's an appreciable difference in the relation this expense bears to gross income in each case.

—WILLIAM ALAN RICHARDSON

# **TABLE 2H** **AVERAGE EXPENDITURES** **OF PHYSICIANS IN 1939** **FOR DRUGS & SUPPLIES**

## **1. By population**

Less than 1,000.....	\$659
1,000-9,999 .....	756
10,000-99,999 .....	699
100,000-999,999 .....	464
1,000,000 and over....	361

## **2. By location**

New England.....	\$502
Middle Atlantic.....	551
East North Central...	663
West North Central..	696
Mountain .....	617
Pacific .....	547
South Atlantic.....	522
East South Central...	452
West South Central..	500

# **TABLE 3H** **AVERAGE EXPENDITURES** **OF PHYSICIANS IN 1939** **FOR DRUGS & SUPPLIES,** **INSTRUMENTS & EQUIP'M'T** **(According to gross income)**

<i>Approximate Gross Income</i>	<i>Drugs &amp; Supplies</i>	<i>Instruments &amp; Equipment</i>
\$1,000	\$116	\$219
1,500	126	234
2,000	179	181
2,500	190	170
3,000	232	212
3,500	305	211
4,000	299	232
4,500	377	220
5,000	384	295
5,500	467	266
6,000	519	313
6,500	587	321
7,000	557	332
7,500	606	333
8,000	733	415
8,500	679	387
9,000	748	481
9,500	818	380
10,000	794	480
10,500	939	486
11,000	899	480
11,500	945	509
12,000	829	601
12,500	1,021	710
13,000- 13,500 }	1,038	552
14,000- 15,500 }	1,200	554
16,000- 17,500 }	1,207	579
18,000- 20,000 }	1,343	755

# CLINICAL CHART of the FARM IMPLEMENT COMPANIES

	Sales*		Net earnings*		Earnings per share		Dividends		Capitalization—		
	1940	1939	1940	1939	1940	1939	1940	1939	Funded	Debt	Preferred Common
Allis-Chalmers (x)	\$66,543	\$57,014	\$3,769	\$2,643	\$2.12	\$1.49	\$1.50	\$1.25	\$25,321,000	none	1,775,092
Briggs & Stratton	f.n.a.	5,304	1,041	943	3.50	3.18	3.25	3.00	none	none	297,149
J. I. Case	f.n.a.	20,804	1,378	352	3.45	d1.87	3.00	none	none	101,825	192,612
Caterpillar Tractor	76,414	59,134	8,218	6,191	4.36	3.04	2.00	2.00	none	none	1,882,240
Cleveland Tractor	7,501	6,119	85	d308	0.39	d1.40	none	none	1,106,000	none	219,988
Deere & Co.	84,014	70,165	12,171	7,627	3.33	1.82	1.50	0.75	none	1,543,000	3,004,362
Ford Machinery Co.	10,386	8,137	1,670	1,168	3.70	2.32	1.60	1.37½	none	20,000	426,676
Hercules Motor	f.n.a.	9,641	291	297	0.94	0.96	1.00	0.50	none	none	311,100
Internat'l Harvester	274,682	212,454	23,161	7,952	4.11	0.53	2.40	1.60	none	816,724	4,245,729
Minneapolis-Moline	16,367	13,445	1,165	64	0.75	d0.82	none	none	none	98,700	700,000
Oliver Farm Equip.	19,111	18,777	430	60	1.27	0.18	0.50	none	none	none	339,196

\*000 omitted d—deficit x—figure for first nine months f.n.a.—figures not available

# Investing in Industry

## THE FARM IMPLEMENT COMPANIES

When Great Britain gave our government the data on her secret tanks in the last war, the farm implement industry was chosen to build America's first land battle-ships. The farm tractor may have been valuable as a foundation for the lethargic tanks of 1918, but today it is hopelessly outdistanced as mechanized armies move forward at speeds ranging up to forty miles an hour. The implement makers produce slow-speed machines and therefore are not playing the stellar role in this defense program that was assigned to them in World War I.

### ARMAMENT ORDERS

However, armament orders will aid the earnings prospects of some farm equipment companies, at least to the extent of reducing their overhead expense. International Harvester Company and Allis-Chalmers Manufacturing Company, for example, have booked large tractor orders which can be handled with their ordinary production equipment. Others such as J. I. Case Company, Oliver Farm Equipment Company, and Minneapolis-Moline Power Implement Company are making shells, bomb racks, and naval ordnance, all of which represent new manufacturing processes for them. Most companies have excess plant capacity, and it may be that they will receive orders for

trucks and other defense items which will place them in a position more comparable to that of other heavy industries doing a landoffice business in munitions of war.

But in wartime as in peace, the prosperity of this industry is governed primarily by the condition of the farmer. Thus the war, as it affects agriculture, has an important though indirect effect on the machinery business. In 1918 there was a great European demand for butter as well as guns. In contrast this war promises no great boom for the American farmer. He has lost his export markets at a time when our granaries and warehouses are filled to overflowing with excess supplies of wheat, cotton, and corn.

### FARM INCOME RISING

Yet the defense boom is stimulating domestic demand for farm products to such an extent that Department of Agriculture experts predict that 1941 farm income may be the largest since 1929—a full half billion dollars more spending money than the farmer had in 1940. Farm equipment sales follow closely the farmer's purchasing power. This was true in 1940, when implement sales gained approximately 20 per cent over 1939. Again this year trade authorities look for a minimum increase of 10 per cent.

Much of this confidence regard-

ing agriculture's 1941 outlook is attributed to the excellent moisture content of the soil in some of the erstwhile dust-bowl States. The dust bowl has shrunk sharply from the drought days and even in its worst sections is showing noticeable improvement.

Meanwhile in Kansas, where local interests expect one of the biggest wheat crops in history, top soil condition is reported to be 100 per cent and subsoil condition 85 per cent of normal. A year ago subsoil condition was placed at 34 per cent. In Oklahoma, Texas, and other drought States the ratio of improvement is about the same. No wonder that the equipment industry regards these States as offering an exceptionally promising field for sales this year.

#### ADVERSE SALES FACTORS

The one factor most likely to hold down sales volume is the possibility, remote when this was written, of material shortages as the defense program speeds up. Most companies are well stocked in raw materials and only after this inventory is exhausted would shortages become alarming. Of less worry is the impact of a large crop upon a market already glutted with surpluses. As long as the government

stands ready to take the excess portion of the crop under its loan program, farm prices will be sustained and may even trend higher as an inflationary economy gathers momentum.

Much of the increase in farm machinery sales has resulted from the popularity of the tractor. Sales efforts also have been successful in pushing equipment designed specifically for use with a tractor. Thus the change from horse-farming to power-farming has caused a complete change-over in soil-tilling, cultivating, and harvesting equipment.

The ascendancy of the tractor is vividly demonstrated by a corresponding decline in animal power on farms. The horse and mule population has declined from 26,000,000 head in 1920 to 15,000,000 today. At first the Horse and Mule Association of America did what it could to resist the trend—even attacking tractors because they made no manure!—but the farmer, like the physician, fancies new machines and devices that help do a job better and with greater ease. Besides, they help solve his labor problem.

#### NEW OUTSIDE COMPETITION

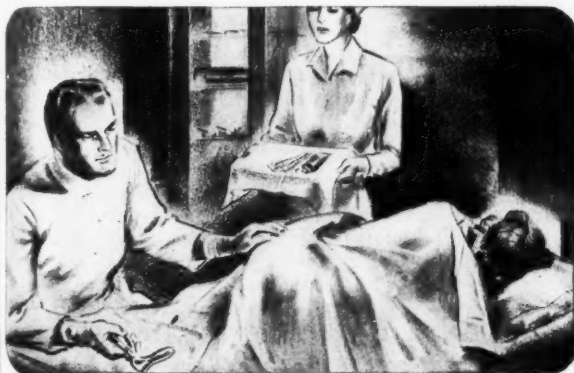
The big automobile companies al-

## SMART DOCTORS PAY ABOUT HALF WHAT OTHERS DO FOR STATIONERY!

Not "wise guys" or "clever" ones, just those 30,000 who heeded our years of quiet advertising and now buy all their requirements from us. And besides saving up to 50%, they get better quality, better service and greater satisfaction because nobody can do better than we who devote our lives to nothing else. Ask us to prove it without obligation.

PROFESSIONAL PRINTING COMPANY, Inc., 15 E. 22nd St., N.Y.C.  
AMERICA'S LARGEST PRINTERS TO THE PROFESSIONS

# THE PROBLEM OF Pruritus Ani



★Anal itching, a symptom of many unrelated local and systemic affections, often constitutes a difficult therapeutic problem. Distressing and highly uncomfortable, it interferes with business and social activities and, if persistent and severe, may precipitate psychoneurotic manifestations. Regardless of cause, pruritus ani usually yields to Calmitol Ointment. Applied to the anorectal region and the surrounding skin, Calmitol soothes and cools, and induces prolonged subjective comfort. Calmitol provides the prompt relief the patient demands, so that his cooperation is assured during the search for the underlying cause.

*Thos. Leeming & Co. Inc.*

101 West 31st Street

New York, N. Y.

Because of its contained ingredients (chlor-iodo-camphoric aldehyde, levo-hyoscine oleinate, and menthol in an alcohol-chloroform-ether vehicle), Calmitol Ointment blocks the further transmission of offending impulses, exerts a mild antiseptic action, contributes to resolution by local hyperemia. In obstinately severe pruritus, Calmitol Liquid is recommended prior to application of Calmitol Ointment, except on sensitive areas or denuded surfaces.

## CALMITOL

THE DEPENDABLE ANTI-PRURITIC

ways are searching for new markets in allied lines. No wonder then, that they, like the implement people, saw great possibilities in mechanizing the farm and quietly maneuvered themselves into the tractor business. Ford began to manufacture the Fordson, and General Motors Corporation introduced the Samson. The old line implement companies were in a panic, not knowing then that the Fordson, like transport aircraft a little later on, would represent one of the exceptions to Mr. Ford's successful career, and that General Motors' foray into tractors ultimately would cost it \$35,000,000.

At about the same time, Allis-Chalmers entered the field with heavy tractors, most of which were exported during the war. The story goes that some of these 7,000-pound machines were shipped to imperial Russia but never saw much use there as the peasants stripped the vehicles of their brass carburetors and other parts to ornament their homes—thinking the rich Americans equipped their tractors with gold and other precious metals.

Ultimately, however, the losses of the invading companies were too much for them; so, one by one, the automobile manufacturers left the farm equipment field. Years later (1932) Allis-Chalmers was back in the picture, pioneering in small tractors, while Ford resumed implement activities in 1939. They were attracted back by the broader mar-

kets the farm machinery companies were beginning to tap.

#### NEW PRODUCTS

The 1920 census had revealed that of 6,800,000 farms, 4,000,000 were of less than 100 acres whereas most of the million-odd tractors were working on farms of more than 100 acres. In 1926 the general purpose tractor was introduced, and since then most major improvements have been designed to attract the smaller farmer. Medium tractors, baby ones, and midjets about the size of a powered lawn mower followed in rapid succession until even the smallest farm and garden markets were covered.

Statisticians have figured that the domestic market has an absorption limit of 2,600,000 tractors. As there are now around 1,700,000 in use, a potential market exists for 900,000 new tractors over the next ten years. To this must be added replacements running from 110,000 to 170,000 annually, as the average machine has a useful life of between ten and fifteen years.

The development of small light tractors has been followed by many new models for other equipment, such as small combines and various types of hay handling and pressing machinery. Thus new lines and re-designed products are relied upon, as well as larger farm purchasing power to stimulate the 1941 sales volume.

[Turn the page]

## SYMPTOMATIC RELIEF in ECZEMA and other PRURITIC DISORDERS

The quick relief afforded by Resinol Ointment in pruritic conditions makes it of inestimable therapeutic value. Free from harsh, irritating drugs. Test it.

Professional sample  
on request

# RESINOL

Resinol Chemical Co.  
ME-23, Baltimore, Md.

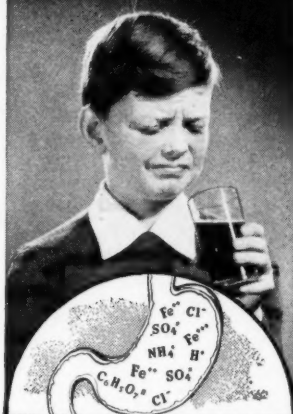
## COLLOIDAL IRON



NON-IONIZING—EASILY ASSIMILABLE

VS

## IONIZABLE IRON



IRON SALT IONS MAY IRRITATE STOMACH

FOR  
THE  
PALE  
CHILD

In the run down child, anemia and malnutrition are usually combined with digestive malfunction. In combating this triumvirate, colloidal iron has many therapeutic advantages over the iron salts. The salts (sulphates, citrates, etc.) are split up by the gastric juice with the release of ions likely to produce astrigent and irritating effects. In the intestine, the iron ions form precipitates which are therapeutically inert, highly dehydrating, and constipating.

But the iron in OVOFERRIN is *colloidal iron protein*—not in ionic form. It is little affected by the gastric juice. It is stable and cannot irritate. Indeed it actually ap-

pears to stimulate the appetite. Most nutriment must be in the colloidal state to be absorbed. OVOFERRIN arrives in the intestines as a colloidal hydrous oxide which is readily assimilable and does not dehydrate or constipate.

Particularly important in the young patient, OVOFERRIN is practically odorless and tasteless and can stain tongue or teeth no more than can an iron nail. Its palatability is due to its colloidal state and not to sweetening or masking.

Prescribed in 11 oz. bottles: one tablespoonful at meals and bedtime in a wine glass of milk or water. Write for professional sample.

## PRESCRIBE OVOFERRIN

### COLLOIDAL IRON-PROTEIN BLOOD-BUILDER

In Secondary Anemia, Convalescence, Pregnancy,  
"The Pale Child," and Run Down States

**A. C. BARNES COMPANY**

NEW BRUNSWICK, N. J.



"Ovoferrin" is a registered trade mark, the property of A. C. Barnes Co.

## EXPORT MARKETS

Implement manufacturers do not look for much if any pick-up in their export markets this year. European nations are shut off, and while shipments to Great Britain have been in good volume restrictions on shipping facilities may seriously impair this market.

Sales to both Canada and South America will be dependent to a large extent on the availability of foreign exchange. Some Latin American countries have glutted markets due to inability to export farm products.

## SALES TRENDS

The 1930's proved to be a far from satisfactory decade for the implement industry, both as to sales and profits. Suffering from the sharp reduction in the farmer's purchasing power, the industry also felt the severe droughts in three of the ten years. Now that it is an established government policy to extend permanent relief to agriculture

through various subsidies, farmers appear assured of a relatively well sustained level of income. If the government is able to continue this aid, farm machinery sales should stay at a higher level in the next few years.

Sales in 1940 exceeded those of all previous years except 1920 and 1937. This year they bid fair to pass 1937 and be the second largest on record. At present rising labor costs are the chief discordant note in the outlook. There has been a series of strikes in the industry recently, preceded usually by several weeks of labor disturbances in which production suffered from slowdowns and similar tactics.

## HIGHER COSTS

Other additional expenses, such as higher materials costs, will be offset largely by increased production. But the higher wages probably will result in price mark-ups. Equipment companies are reluctant to increase prices, fearing the farmers will stop buying.

With sales and earnings trending upward, farm equipment makers are becoming more liberal in their dividend policies. Some of the largest firms, among them Deere & Company, have increased substantially their stockholder distributions, while several smaller units like Case, Oliver and Minneapolis-Moline (preferred) are back on a dividend-paying basis.

Allis-Chalmers occupies a unique

---

**SPECIALTY-BUILDER:** One wall of my treatment room is a veritable gallery of baby photographs. It prompts many inquiries from patients who want to know what it's all about. I reply, of course, that the pictures are of babies I've delivered. This opportunity to call attention to my partial specialty has proved increasingly helpful in building up my practice.—M.D., New Jersey.

• WRITE FOR SAMPLE AND FORMULA

**BOILS**

**STANNOXYL**

Treats  
Both  
Orally

**STYES**

ANGLO-FRENCH DRUG CO. (U.S.A.) Inc., 75 Varick St., New York, N. Y.



# Thank You, Doctor, for NUPORALS...

Ciba's anesthetic throat lozenges, NUPORALS,\* (containing non-narcotic Nupercaine) afford your patients prolonged relief from pain and tenderness of the mucous membrane of the throat and mouth and also diminish pharyngeal reflexes.

Your patients will thank you for giving them NUPORALS prior to the use of the stomach tube, or before any laryngeal or pharyngeal examination.

Available in boxes of fifteen and bottles of one hundred lozenges.

Additional information and samples upon request.



\* Trade Mark Reg. U. S. Pat. Off. Word "Nuporals" identifies throat lozenges of Ciba's manufacture, each lozenge containing 1 mg. of Nupercaine, "Ciba."

**CIBA PHARMACEUTICAL PRODUCTS, INC.**

SUMMIT NEW JERSEY



## TWO EFFECTIVE RELIEF MEASURES IN ARTHRITIS

### FARASTAN\*

Well established combination of cinchophen and iodine, successfully alleviating the pain, swelling and immobility of arthritic, rheumatoid and neuritic conditions. Orally administered.

### AMOXIN\*

Non-toxic antirheumatic giving a prolonged analgesic effect, controlling the signs and symptoms of arthritis. Does not contain cinchophen.

Send your letterhead or card for sample and literature.


*The Laboratories of*

### THE FARASTAN COMPANY

137 South 11th Street, Philadelphia, Pa.

\*Reg. U.S. Pat. Off.

**"I AM VERY NERVOUS"**  
is a frequent chief complaint



**PEACOCK'S  
BROMIDES**  
is a potent and reliable  
sedative

Symptoms due to increased irritability of the autonomic or involuntary nervous system such as trembling, jitteriness, dizziness, flashes of heat, frequent urination or even fear of impending disaster are relieved by the administration of Peacock's Bromides.

Each fluid dram contains Potassium Bromide,  $5\frac{1}{4}$  grs., Sodium Bromide, 5 grs., Ammonium Bromide,  $2\frac{1}{4}$  grs., Calcium Bromide,  $1\frac{1}{2}$  grs., Lithium Bromide,  $\frac{1}{2}$  gr. Total: 15 grs. of the combined purest Bromides in each fluid dram. Alcohol 6%.

### OD PEACOCK SULTAN CO.

*Pharmaceutical Chemists*

**4500 Parkview, St. Louis, Mo.**

status in the implement group, as it not only occupies third position in this trade but also is the nation's largest manufacturer of all sorts of heavy primary machinery. Its order books bulging with a varied assortment of war orders, Allis is the most diversified unit in the industry.

While earnings of some of the heavy industries such as aircraft and machine tools are jumping by leaps and bounds, taxation is taking an increasing toll of their gross profits. Farm machinery companies, on the other hand, have fairly large average earnings and invested capital to fall back on for tax allowance purposes. They should be able to retain a goodly share of profits from the defense boom. A damper on the farm implement shares listed on the stock market has been the failure of commodity prices to follow the usual wartime pattern of sharp advances.

For the investing physician who purchases stocks in the speculative heavy industries, the farm equipments have merit from this particularly important standpoint: not being overloaded with defense work or finding it necessary to expand their plant facilities, they will not suffer as severe a post-war deflation.



**DOOR-LENGTH MIRROR:** To please the ladies, I recently had a full-length mirror installed in my office dressing room. My secretary, who was responsible for the idea in the first place, has been giving me favorable reports about its good-will value ever since. As long as my women patients are determined to preserve that just-out-of-a-bandbox look, I'm determined to have one of my doors reflect their efforts..



Fluagel, because of its unique colloidal makeup, fixes more than 25 times its volume of N/10 HCl. One teaspoonful is thus capable of combining with the acids in 102 cc. of gastric juice.

*Twice the Neutralizing Capacity..  
More Sustained Action.. Pleasingly Palatable..*

## FLUAGEL (Aluminum Hydroxide-Breon)

A unique research preparation, Fluagel possesses distinctive and exclusive advantages in the treatment of peptic ulcer.

Because of its higher concentration and the greater degree of dispersion of its colloidal particles, one teaspoonful (4 cc.) of Fluagel combines with at least 102 cc. of 0.36% hydrochloric acid (25 times its volume of N/10 HCl), leading to speedier relief of pain and exerting a more sustained action. Hence smaller doses and less frequent administration are needed, markedly simplifying the therapeutic regimen and making for economy.

Its astringent properties also contribute to more rapid healing. Fluagel does not lead to alkalosis, to chloride depletion, or to secondary acid rise. Its pleasing orange taste assures maximum patient cooperation, and its distinctive orange color makes for ready identification.



Average dose, 1 teaspoonful four times daily after meals and before bedtime. Supplied in 10 ounce wide-mouth jars.

**GEORGE A. BREON & CO., INC.**



*Pharmaceutical Chemists*

**KANSAS CITY, MISSOURI**

**NEW YORK • LOS ANGELES • ATLANTA • SEATTLE**



## *The Country needs every Skilled Hand*

SOME of the most skillful hands in the land have been crippled and removed from activity by arthritis. Nearly every doctor knows of such a case.

And now that every skilled hand is needed for the national program, the physician will be gratified that he can, in so many cases, restore mobility and activity—put the worker back in production and remove the “bottle-neck” of crippling arthritis—by the administration of the new systemic treatment—

# ERTRON

Reg. U. S. Pat. Off.

### Activated Vaporized Sterol— Whittier Process

This process results in a product so pure and free from toxic factors that the necessary massive dosage may be given with absolute safety.

Ertron may be administered SAFELY in doses up to six capsules per day.

Supplied in bottles of 50  
and 100



# NUTRITION RESEARCH LAB



# Total therapy

MILLIONS of Americans are deficient in Vitamin B—granted. The real question is this: what is the optimum form of Vitamin B for therapeutic use? Swiftly, the answer has emerged: the whole natural Vitamin B Complex—total therapy with all the factors, known and unknown, is undeniably superior to synthetic combinations.

The product that meets these requirements is

## BEZON

Trade Mark

### WHOLE NATURAL VITAMIN B COMPLEX

Each  
Capsule  
contains:

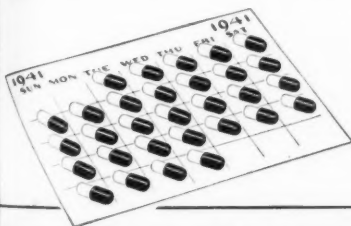
{ Thiamin  
Riboflavin  
Pyridoxine  
Pantothenic Acid

750 micrograms  
1000 micrograms  
35 micrograms  
225 micrograms

together with all the other known members of the Natural B Complex.

Derived entirely from natural sources, Bezon supplies the full daily dosage and proper ratio of riboflavin and thiamin, together with the other designated factors.

**Dose:** one capsule a day. Supplied in bottles of 30 capsules—a month's supply.



## CH LABORATORIES

4210 Peterson Avenue  
Chicago, Illinois

## Reclaiming the neurotic

[Continued from page 63]

toms without organic basis. True also, both seek to gain something out of illness.

But the malingerer is consciously trying to deceive. He is not suffering. The neurotic, quite unconscious of the organic unreality of his complaints, is suffering severely.

There are at least four ways to tell a neurotic from a malingerer. The neurotic manifestly *feels* ill (you can sense this after a single attentive interview). He accepts the fact that he will be billed for frequent visits. He enjoys being examined and re-examined. And finally, his recreational life is damaged by his illness. With the malingerer, all these things are just the other way round.

Now to get down to brass tacks. How does the practitioner actually manage the neurotic?

First and most important, he listens. (That sounds simple, but not all of us follow it through). He listens quietly, patiently. He doesn't fuss with papers or let his attention wander. He seems to hang on the patient's every word. He permits the stream of symptoms, explanations, apologies and autobiography to flow on without interruption.

It's surprising how effective this is. For the first time, perhaps, the patient has found someone who won't brusquely interrupt him. "Here," he says to himself, "is one man at last who seems to understand me!" In fact, this mental catharsis is often followed by an audible sigh of relief: "Thank you

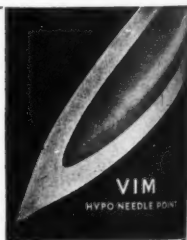


Did You Say—

"Points that don't dull,  
easily?"

Yes, I said—

**"Points that don't  
dull, easily."**



That's why I specify VIM . . . the needle with the point that stays sharp. Sharpness is a matter of steel . . . long-lasting sharpness comes from *cutlery* steel. VIM Needles are made from Firth-Brearley stainless *cutlery* steel.



Write VIM on the order. Banish points that dull easily . . . get VIM points, they stay sharp.

Made from Firth-Brearley *Cutlery* Steel  
"The 'Sterling' of Stainless Steels"

MacGREGOR INSTRUMENT CO., Needham, Mass., U. S. A.

How's your CALCIUM?

You need PHOSPHORUS!

Had your  
IRON today?

Beware of  
VITAMIN B<sub>1</sub> deficiency!



serving of this improved cereal for every family likes it.

### DEAR DOCTOR:

Everybody's talking about minerals and vitamins—but what can I do about them? We are expecting an addition to our family (which already contains two youngsters) and I know we all should get plenty of these body-building essentials. Please tell me an easy and inexpensive way to get the minerals and vitamins we need.

—MOTHER

DEAR MOTHER:

I suggest you try New "5-

Minute" Cream of Wheat. It supplies a baby's complete daily requirement of iron, generous amounts of calcium and phosphorus, and each ounce contains over 20 International Units of Vitamin B<sub>1</sub>. Furthermore you can cook "5-Minute" Cream of Wheat—to complete digestibility—in only 5 minutes, and you need prepare only this one cereal for the whole family. The cost? Less than a penny a serving.

—M.D.

DEAR DOCTOR:

but understand I also need to

"Cream of Wheat" Reg. U. S. Pat. Off.

doctor. It's been such a help. I feel so much better already."

Second major point of procedure is to examine the patient thoroughly. If the preliminary history suggests that the "stomach pains" are neurotic, you may be tempted to cut short the story, count the pulse, squint at the tongue, and say: "There's nothing wrong with your stomach." But the patient is likely to retort: "Why, you didn't even examine my stomach." If he doesn't come out with it, he'll think it.

So why not palpate that abdomen, check the epigastric reflexes, and percuss the liver margins? You *might* find something after



**WATCH THEIR STEP:** Mrs. Sommers, despite Nurse Watkins' alertness, got a bruised hip and a sprained ankle when she slipped while climbing down from my examination table.

Mrs. Sommers was indignant, but Nurse Watkins is a diplomat and there was no damage suit.

My examining table, like most, has a foot step which can be turned out horizontally to lengthen the table while a patient is reclining on it. I had forgotten, when I lowered the end of the table, to readjust the extension so that it became a step once more. Nor had I remembered to utilize the skid-proof footstool that I employ as an alternative to that step.

Few of my patients are acrobats—and I am not hunting for damage suits. Next time I'll double-check myself against such negligence. I'll make *sure* that patients get on and off my table safely.—L.A.C., M.D.

all. In any event the patient will be much more inclined to accept your verdict after this routine.

If the doctor could only see his patient's beaming countenance when he reports to friends that "Dr. Smith gives you such a thorough examination!"—he would never allow a hastily examined patient to leave his office.

Third point is to admit that the patient who says he's really suffering may be right. To imply (by words, by inattention, or by casual management) that the patient is imagining his symptoms is to lose his good will and stultify your treatment. What the doctor has to say may readily be phrased thus: "Your symptoms are due to a nervous condition, not to any organic disorder. They will respond to treatment accordingly."

If necessary, he uses an analogy. For example: "Notice how your heart starts to thump when you've almost been hit by an automobile. Of course, the near-accident didn't cause heart disease. Yet no one can say that you imagined the palpitation. It was real enough. But it was purely nervous, wasn't it? In the same way, these symptoms are real enough. Yet they are of nervous origin."

The physician next makes a complete medical inventory and attempts to correct all physical disorders: Does the patient need eyeglasses? If so, he gets them. Does constipation or diarrhea require

**"TOSSE"**  
**Sodium Nitrite**  
**NITROSCLERAN**

## IN HYPERTENSION

NITROSCLERAN is preferred for long-lasting results. Supplied in ampuls for intravenous or simultaneous injections; also in granules for oral use. Write your local physicians' supply house, or write E. TOSSE & CO., INC., 6500 Second Avenue, Brooklyn, N. Y., for literature. Export Manager: Comimex, Inc., 2 West 46th St., New York, N. Y.

# LISTLESS... TIRED...

and for no  
apparent reason!



The patient, who is chronically tired and for no apparent cause is often a perplexing problem to the physician. No glandular dysfunction, no infection, not a victim of borderline malnutrition, these patients still look to the physician for surcease from their disaffection.

In certain cases glycolixir exerts a measurable effect on muscle creatine retention, and, by thus increasing the energy available for muscular metabolism, the patient's response subjectively and objectively is most gratifying. Better appetite, a higher level of general health and well-being have been reported.

Glycolixir provides a palatable means of supplying glycolixir. Two tablespoon-

fuls, three times daily, furnish a total of 10.8 grams of this amino acid. The fine wine employed as a vehicle makes it also a most acceptable stomachic prelude to meals.

Glycolixir is supplied in 1-pint bottles.

**Glycolixir Tablets:** For children and adults by whom for any reason the ingestion of alcohol is undesirable, Glycolixir Tablets (each containing 1 gram of glycolixir) have been made available. The tablets have a pleasant flavor and are distinctively colored. Supplied in boxes of 50 and 250.

For literature, address the Professional Service Department, E. R. Squibb & Sons, 745 Fifth Avenue, New York, N. Y.

**E. R. SQUIBB & SONS, NEW YORK**  
MANUFACTURING CHEMISTS TO THE MEDICAL PROFESSION SINCE 1858

treatment? If so, it's treated. Such symptoms as heartburn, insomnia, flatus, etc. yield to simple therapy. They're not to be neglected even though the primary trouble is neurotic.

Fifth step is to uncover the social and emotional factors that breed or maintain the neurosis; then try to remove them. This requires prying into the patient's private life; but the neurotic doesn't resent it if it's done sympathetically.

Dependent upon the conditioning factors, the neurotic may be shown any number of roads to relief. Temporary hospitalization or placement in a nursing home, for instance, will often remove a hornet's nest of unfortunate stimuli in the domestic environment. A vacation may screen the patient from the irritations found temporarily in his job. Advice on sexual relations may relieve a disturbing marital difficulty. Prescribing a longer luncheon period may punctuate a tense day with the missing relaxation. Changes in school programs, recreational activities, or working conditions may correct provocative factors. Working out new hobbies, avocations, and social interests may do the trick.

All this, of course, requires a pretty complete survey of the social, vocational, and emotional life of the patient, followed by adjustments at any points of conflict or irritation.

Sixth to be considered is psychotherapy.

To a large extent all the procedures listed above are directly or indirectly psychotherapeutic. But psychotherapy *per se* may follow several distinct channels—namely: suggestion, persuasion, rationalization, bullying, emotional re-education, or the working-through of emotional conflicts.

Bullying is seldom effective. It's the sort of thing the practitioner does when he says: "You're obsessed with the idea that you have a cancer. Well, I'm a doctor, and I know you haven't. So forget it!" Such tactics—shockingly common—are certain to impair confidence.

Rationalization—the effort to reason with the neurotic—sounds as if it ought to work. But it usually doesn't. For instance, the doctor says: "I have made X-rays and a gastric analysis. Both are negative. If you had a cancer these tests would have shown it. So you see, it's scientifically impossible for you to have any kind of tumor." But probably the patient doesn't see. For a neurosis has emotional rather than rational roots. Hence, an appeal to reason has two strikes against it from the start.

Suggestion, emotional re-education, and the working-through of emotional conflicts are generally the most effective psychotherapeutic techniques.

Suggestion takes many guises.

[Turn the page.]

**HEPVISC**

- REDUCES BLOOD PRESSURE
- RELIEVES THE SYMPTOMS

*Sample and Formula on Request*

ANGLO-FRENCH DRUG CO. (U.S.A.) Inc., 75 Varick St., New York, N. Y.

AN

A

impor  
increa

Mo

But—

balan

every

Of

ergy

the be

the d

made

Bread

and re

energy

of hor

the us

utes h

**NATIONAL  
FITNESS  
DEMANDS  
ENERGY**

**MORE PLANES!** More trained men to fly them! And an equally important national need is greater physical fitness, supported by proper diet.



## AND BREAD IS ONE OF THE BEST SOURCES OF FOOD-ENERGY

**A** HEALTH BULWARK for America is one of the most important aims of our drive to increase national strength.

More planes? More ships? Yes! But—just as important—a well-balanced, nourishing diet for every man, woman and child.

Of the foods which supply energy needed for fitness, one of the best and cheapest is bread—the delicious, nourishing loaf made by the modern baker. Bread or toast is easily digested and releases a good flow of food-energy that lasts over a period of hours. Also, bread made by the usual milk formula contributes high-quality protein for tis-

**THE GOOD BREAD** made by modern bakers contains both easily digested carbohydrate and high-quality protein—in almost ideal proportions.



sue building and growth, as well as valuable minerals, including calcium and phosphorus.

In these days of ever-increasing activity, bread—so delicious, economical and easily digested—is one of our most valuable sources of needed food-energy.

For further information about Bread, write to the Department of Nutrition, American Institute of Baking, 10 Rockefeller Plaza, New York, N. Y.

Copyright, 1941, by Standard Brands Incorporated

Thus, our cancer-obsessed patient might be approached this way: "Of course you have stomach symptoms. You'll be interested, therefore, in the X-ray man's report. Here it is. Read it. You see it says 'negative.' And here's the report of the stomach content. That, too, is negative. Yet your symptoms are certainly real. Nothing imaginary about them. Fact is, they are due to nervousness. You have a nervous stomach. The medication I'm going to give you will relieve it."

For the neurotic, psychotherapy's prime function is to indicate that his complaints are considered real enough to merit the doctor's consideration. The other psychotherapeutic techniques—a working-through of conflicts, and emotional re-education—are somewhat more specialized. The practitioner will do well to read some of the many books on the subject.\* In brief, their principles may be described as follows:

The doctor, through repeated interviews, tries to uncover the basic emotional conflicts behind the neurosis. An example of such a conflict is the desire for adven-

ture versus the desire for security. Or dislike of present job versus fear of abandoning it; love for wife versus craving for freedom from marital restraints; ambition versus feeling of inferiority. Or the interviews may disclose feelings of guilt, terror, inadequacy, rebellion, and the like.

The physician seeks to ventilate these conflicts, to remove them from their unconscious battlefield into a conscious area where they can be disposed of more clearly. So he bolsters the patient's ego and softens his self-criticism. He unearths the liabilities and shows the patient how to correct them or learn to live with them. He unmasks the little-understood but potent drives that make trouble, and works out channels into which they can be wholesomely diverted.

This sounds like a big order. A doctor can't do it unless he is shrewd, patient, and warily interested in human welfare. But no one who lacks these qualities has any business being a doctor anyhow.

Is the neurotic worth all this trouble?

Check your file on recent patients. Estimate how many have

\*A list of suggested volumes will be furnished any interested reader upon receipt of a self-addressed envelope.



**ANDRON**  
FOR PREVENTION  
OF  
*Venereal Disease*  
IMMEDIATELY AFTER EXPOSURE

Andron, the original chemical phylactic tube, kills venereal disease germs immediately after exposure. It is highly germicidal, harmless to tissues, and easy to use. Recommended by doctors over 28 years. Send for free literature and educational booklets for distribution to your patients.

**ANDRON**  
Div. Zonite Products Co.  
Dept. 25, 370 Lexington Ave.  
New York

# BULK is only part of the story

## A Three-Way Treatment for Constipation

Use of bland, soft bulk for natural stimulation of peristalsis has found wide favor as an anti-constipation measure.

### BASSORAN

supplies this bulk in abundance, for it is prepared from purified sterculia gum containing 80% bassorin—shown by comparative tests to be the most efficient bulk-producing agent.

Moreover, Bassoran has two *plus* actions not combined in ordinary bulk laxatives. Its unique formula contains magnesium trisilicate . . . *adsorbs* toxic substances from the sluggish bowel and *neutralizes excess gastric acidity* that frequently accompanies chronic constipation.

Two types are available . . . Bassoran Plain and Bassoran with Cascara. Both are supplied in 7 oz. and 25 oz. bottles.

Write for Literature and Samples



EQUALS 3½ OZ.  
COLLOIDAL KAOLIN IN  
ADSORBENT POWER



TAKES UP WATER  
TO MAKE 12 OZ. SOFT FREE  
FLOWING BULK



PROVIDES ANTACID POWER  
TO RELIEVE GASTRIC HYPERACIDITY

THE WM. S. MERRELL COMPANY FOUNDED 1828 CINCINNATI, U. S. A.

# NEURITIS!



● Probably the most distressing of the Vitamin B<sub>1</sub> deficiency symptoms is *neuritis*. Indeed, a considerable proportion of neuritis cases make a dramatic recovery when adequate amounts of the vitamin are supplied. Other clinical manifestations such as anorexia in children and adults, and cardiovascular disorders are frequently attributable to the nutritional imbalance initiated by B<sub>1</sub> deficiency.

- Armour Vitamin B<sub>1</sub> Tablets are therapeutically potent, accurately standardized. They are available in three strengths—1000, 300 and 50 International Units (the latter for children).

*Specify* **ARMOUR'S**  
**VITAMIN B<sub>1</sub> TABLETS**  
**THE Armour LABORATORIES**  
CHICAGO, ILLINOIS

large neurotic components in their symptomatology.

Then remember that the essentially neurotic person is eager for frequent consultation. Calculate what this will mean in terms of broader practice and heightened professional status among those you can help. Finally—and of far greater significance—visualize the opportunity to help a despairing, intelligent, long-suffering group of persons.

Add it all up. I think you'll agree it's decidedly worthwhile.

—HENRY TAYLOR, M.D.

## Dr. Logan Clendening

[Continued from page 67]

"Case" or not, the doctor endeared himself to countless neighbors who interpreted this impetuous act as a blow for civic virtue, reputedly scarce in Kansas City at the time. Widely circulated newspaper accounts of the incident jokingly—but sympathetically—succeeded in casting Clendening as a champion of the millions who have had the same urge but ungallantly repressed it.

A few weeks later the doctor's lawyers went quietly into court, paid two \$25 fines in cash, one for disturbing the peace, the other for destroying property. The lawyers

### CASE HISTORY No. 101

#### ACUTE DERMATITIS

Mrs. S.—Symptoms: Burning and smarting of cheeks followed by redness and scaling. Condition began with change to a popular cold cream. Use of preparation stopped. With soothing treatment acute dermatitis cleared up. Patient put on AR-EX Cosmetics regime. Skin has since attained and held its former normal texture.

AR-EX ethical cosmetics are so pure and fine you can prescribe and recommend them with complete assurance.

Send for Formulary  
**AR-EX COSMETICS, INC.**  
6 N. MICHIGAN AVE. • CHICAGO, ILL.  
**AR-EX COSMETICS.**



# CURITY ADHESIVES

*... Improved  
Performance*

Over a year's country-wide experience bears out the clinical tests—Curity Adhesive (Hypo-Lergix made with Formula 87) reduces the incidence of skin irritation to a negligible percentage in comparison with our old formula. And this Curity Adhesive possesses better ageing qualities, sticks readily and adheres firmly.

For all dressings and strapping uses, there is a convenient, economical Curity Adhesive:

Rolls, 5 yd. by 12 inch—Regular or Wet-Pruf cloth backing • Ready-Cut, 10 yd. by 12 inch—in any one of

7 cut widths, or in an assortment, regular or Wet-Pruf • Spools, cut width in metal sleeve—Regular or Wet-Pruf • Handi-Tape and Handi-Snips—ready-made gauze and adhesive dressings • Moleskin—flesh or white.

**Curity**

This better Adhesive is one of the most recent of the many "firsts" developed by Curity research and manufacturing experts. This great partnership of science and technical skill—now augmented through the consolidation of Lewis Manufacturing Co. and Bauer & Black—will continue to search out new and better ways to serve you in the protection and care of your patients.

LEWIS MANUFACTURING CO. • BAUER & BLACK  
2500 South Dearborn Street, Chicago  
Divisions of The Kendall Company

DRESSINGS • ELASTIC SUPPORTS • SUTURES

offered to pay the damages, but the company which owned the machine made a friendly "forget it" gesture. The damage was only \$2.

Last winter Dr. Clendening was challenged by the operator of the Kansas City police department's "drunkometer" device to test drivers charged with intoxication.

The police department, it seems, is particularly proud of the city's safety record, which has brought national recognition from traffic experts. One of the essential phases of the city's program is severity in dealing with drunken drivers, who get fines up to \$100 or sixty- to ninety-day terms at the municipal farm. The department uses the "drunkometer" along with other tests and observations. The device is operated by a policeman named E. K. Burgard, usually referred to



**AIR-TIGHT BOTTLES:** Evaporation of ether, chloroform, ethyl chloride, and similar solutions kept in cork-, rubber-, or glass-stoppered bottles can be prevented by stretching rubber finger cots over the tops of the containers. Since no waste of ether need occur because of deterioration, the impervious cot thus makes it possible to preserve odd quantities of volatile solutions indefinitely.

as the Professor.

"Confidentially," Dr. Clendening advised one day in his column, "the test is fairly easy to beat. Three or four deep breaths and four or five swallows of water will clear the breath and the mouth of all except the most minute traces of alcohol. If a motorist is not alert enough to take this precaution, he deserves to flunk the sobriety test."

"I've seem 'em drink quarts of water when they're arrested," Professor Burgard fired back. "I've seen 'em take deep breaths, because they're scared. It doesn't make any difference. The old drunkometer gets 'em every time."

"Here's what I'll do. I challenge the doctor. He must come down here and drink some whisky, or if he doesn't drink, bring a friend who does. We'll wait thirty minutes, and in the meantime he can drink the river dry and breathe all the air there is downtown. Then we'll put the drunkometer on him. It never fails."

The challenge (headlined in The Kansas City Star: "Drinks at Four Paces") was brushed aside by Dr. Clendening, who said a friend of his had just fooled the drunkometer by following his tip. The doctor told the curious to question another

## FOR SCABIES

*Wyeth's*

### SULFUR FOAM Applicators

Carry pure sulfur to every pore and recess  
of the skin

**NO GREASE—NO MESS**

Supplied in boxes of 3 applicators

*Clinical supply free on request*

JOHN WYETH & BROTHER, INC. • PHILADELPHIA, PA.



# WHY SHOULD HYGEIA ENDORSE BREAST FEEDING

?

● The answer to this question is simple if you know the background. The Hygeia Nursing Bottle was invented 47 years ago by a practising physician. He knew that breast feeding was superior to bottle feeding where possible, but he also knew that many babies' lives might be saved by better nursing equipment. For that reason, he invented the wide-mouth, easy-to-clean Hygeia Bottle with rounded corners and no crevices. With it he developed the natural breast-shaped Hygeia Nipple which could be quickly inverted for thorough cleaning.

## Millions Read Advertising Which Says "See Your Doctor Regularly"

Today millions of families read Hygeia advertising in most of the important national magazines. And each advertisement tells mothers to consult a doctor regularly, to ask his advice on infant feeding. The doctor is free to prescribe breast feeding or artificial feeding according to individual requirement. Hygeia believes this kind of advertising should help medical science in its effort toward healthier mothers and better babies.

HYGEIA NURSING BOTTLE CO., Inc.

197 Van Rensselaer St.  
Buffalo, N.Y.

### SPECIAL OFFER TO HOSPITALS:

Hospitals may now buy Hygeia Bottles and Nipples at approximately the same cost as ordinary equipment.

ALSO IN HEAT-RESISTANT GLASS.  
Designed to reduce breaking from sterilization, sudden temperature changes. Hygeia will replace free if bottle is broken from any cause.

**HYGEIA-safer**  
because easier to clean



Kansas Citian, Walton Hall Smith, co-author with Dr. Ferdinand C. Helwig of "Liquor, the Servant of Man."

"The drunkometer isn't worth a damn," Mr. Smith observed succinctly.—JOHN D. WEAVER

## The consumer movement

[Continued from page 59]

medical issues is likely to weigh in their settlement.

### GOVERNMENT BUREAUS

The federal government completes the cast of leading characters in the consumer movement. Its role is shadowy and ill-defined. But an idea of its importance can be gained from the following *partial* listing of the consumer bureaus active in medical matters within the Department of Agriculture alone:

1. *Agricultural Extension Service*. About 2,500 demonstration agents are sent out annually to work with an estimated 7,000,000 citizens. Activities include study on such varied subjects as nutrition, dietetics, and advertising and product standards. Programs of direct action are also encouraged. Random examples: In Maine one year the service helped establish seventy-one clinics for pre-school children. In West Virginia the same year it aided in immunizing 4,985 persons, in securing physical examinations for 1,948, and in building 1,445 toilets.

2. *Bureau of Home Economics*. Specializes in the circulation of pamphlets to consumer-citizens. Sample titles: "Adequate Nutrition for the Industrial Worker," "How To Spend Food Money," "Minimum Vitamin A Requirements of Normal Adults."

3. *Bureau of Agricultural Economics*. Conducts surveys on the cost of medical care to farmers; distributes pamphlets on rural housing and hygiene; issues reports under such titles as "Disadvantaged Classes in American Agriculture."

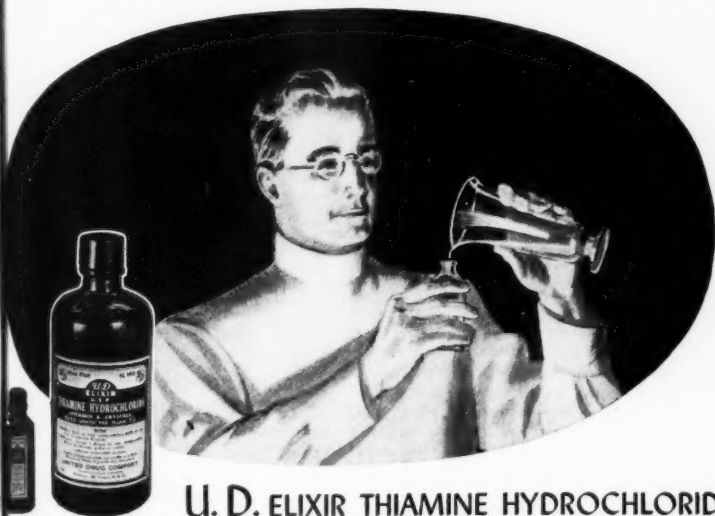
4. *Consumers' Counsel Division of the AAA*. Studies and reports on the consumption of milk and citrus fruits in various cities throughout the nation. Publishes *Consumers Guide*, an illustrated periodical sent free on request. *Consumers Guide*, established in September 1933, has an authorized distribution of 150,000 copies per issue. It gives general buying advice, but does not mention brand names of products. It has published articles on the need for a national health program and has given liberal space to material from the Interdepartmental Committee, the Technical Committee on Medical Care, and similar commissions of the New Deal.

The Food and Drug Administration and the Farm Security Administration are other Department of Agriculture agencies that are sometimes considered as playing a part

# COOPER CREME

ONE SPERMICIDAL CREME GIVEN HIGHEST RATING BY THE PROFESSION  
TESTED BY TIME PROVED BY EXPERIENCE  
WHITTAKER LABORATORIES, INC. 250 WEST 37TH STREET NEW YORK, N. Y.

**UNITED DRUG COMPANY AND YOUR REXALL DRUGGIST**  
**YOUR PARTNERS IN HEALTH SERVICE**



**U. D. ELIXIR THIAMINE HYDROCHLORIDE**

**available to your patients in mixed prescriptions • at new low prices**

Physicians who hesitate to recommend dietary products containing Thiamine Hydrochloride in combination with other therapeutic agents, because of exorbitant prices, welcome this U. D. Elixir Thiamine Hydrochloride containing 2220 Units of Vitamin B<sub>1</sub> per fluid ounce as a prescrip-  
 tion adjuvant to other medicaments. U. D. Elixir which has a palatable mus-  
 covine base is a development of the  
 Department of Research and Technology  
 of America's finest pharmaceu-  
 tical laboratories which has also devel-  
 oped U. S. P. Thiamine Hydrochloride in

convenient tablet form in bottles of 100,  
 500 and 1000 in the following units:

0.33 mg.	(100 units Vitamin B <sub>1</sub> )
1 mg.	(333 units Vitamin B <sub>1</sub> )
3 mg.	(1000 units Vitamin B <sub>1</sub> )
5 mg.	(1665 units Vitamin B <sub>1</sub> )
6 mg.	(2000 units Vitamin B <sub>1</sub> )

U. D. Elixir Thiamine Hydrochloride (and tablets) may be had only at Rexall Drug Stores—Liggett and Owl Stores are also Rexall Stores—where trained pharmacists are ready to fill your prescription to the letter with U. D. or other standard pharmaceuticals. For safety and economy tell your patients to have your prescriptions filled and to purchase their drug store supplies at their convenient neighborhood Rexall Store.

**UNITED DRUG COMPANY • BOSTON • ST. LOUIS**  
 CHICAGO • ATLANTA • SAN FRANCISCO • LOS ANGELES • PORTLAND • NOTTINGHAM • TORONTO  
 Pharmaceutical Chemists — Makers of tested-quality products for more than 38 years

**U. D. Products are available wherever you see this sign**

**Rexall**  
**DRUGS**

# Warning!

## Collection agency claims should be INVESTIGATED

Beware of credit or collection agency representatives who claim that their companies are "endorsed" or "recommended" by MEDICAL ECONOMICS.

According to reports from several physicians, representatives of at least two nation-wide collection agencies have recently made false statements of this character to convince doctors of the merits of their service.

MEDICAL ECONOMICS never directly endorses any individual credit or collection service. Needless to say, there are a number of reputable companies with commendable records in this type of work. But only in the sense that a few of the better services have advertised in MEDICAL ECONOMICS can it be said that this magazine has passed judgment on their merits. If an agent cannot produce tangible evidence that his company's advertising has been accepted (hence approved) by MEDICAL ECONOMICS, any so-called endorsement he refers to is probably a fraudulent misrepresentation.

in federal consumer activity. (FSA-sponsored health associations now bring low-cost medical care to some 300,000 persons in thirty-one States.)

The WPA, the Departments of Commerce, Labor, and Interior, and other Federal agencies also maintain subdivisions for the guidance of consumers. The National Defense Advisory Council has a member, Harriet Elliott, who is charged with protecting consumer interests affected by the rearmament program. There is even a campaign for a new cabinet position, to be devoted to consumers.

Federal consumer activities are so called chiefly by a trick of semantics. Leaders in the movement have a tendency to speak of "consumers" as members of a limited class—like maidens, the obese, or Negroes. But in practically every federal application of the word "John Q. Public" is clearly synonymous.

These government enterprises are a curious blend of several ingredients. There are, for example, the purely informative activities which instruct home-makers on nutrition or hygiene. There is also the police function, exemplified by the Food and Drug Administration.

[Turn the page]

### ASTRINGENCY—PLUS!

for the management of  
THE COMMON COLD

Prescribed with favorable results for nearly 40 years

# PINEOLEUM

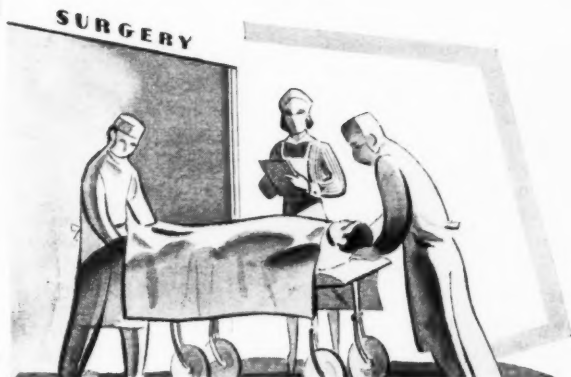
REG. U.S. PAT. OFF.

—PLAIN  
OR WITH EPHEDRINE

FORMULA: Pineoleum contains camphor (1.50%), menthol (1.50%), eucalyptus (1.56%), pine needles (1.00%), and oil of cassis (0.07%) in a base of refined liquid petrolatum—plain or with ephedrine (1.50%).

THE PINEOLEUM COMPANY, NEW YORK, N. Y.

FSA  
s now  
some  
ty-on  
  
nts of  
terior,  
also  
guid-  
tional  
has a  
who is  
sumer  
earma-  
even a  
posi-  
mers.  
es are  
of se-  
ement  
"con-  
limited  
ese, or  
ever  
word  
synon-  
  
ses are  
ngred-  
le, the  
which  
trition  
police  
Food  
  
page  
  
PLAIN  
EDRIN  
's in-  
mash-  
edle  
doubt  
1.50%  
N. Y.



## *Preoperatively... and for Speedier Post-Surgical Come-Back*

For better nutritional state in the presurgical patient, New Improved Ovaltine can play a signal role. It contributes materially to the protein, carbohydrate, mineral, and vitamin intake, providing the elements which have been shown to reduce the hazards of anesthesia and surgery.

Postoperatively, Ovaltine supplies balanced caloric energy in easily digested, readily available form. Its palatable taste assures acceptance by the patient even when many other foods are refused, and its generous supply of vitamins and minerals makes for accelerated post-surgical comeback. Oval-

tine is advantageously included in the post-operative diet as soon as liquids are tolerated.

The recommended three daily servings of New Improved Ovaltine, made according to directions, each with 8 oz. of milk\*, provide in addition to proteins, fat, and carbohydrate, the following:

VITAMIN A . . . . .	2578 I.U.
VITAMIN B <sub>1</sub> . . . . .	302 I.U.
VITAMIN D . . . . .	327 I.U.
VITAMIN G . . . . .	491 Sherman-Bourquin units
CALCIUM . . . . .	1.05 Gm.
PHOSPHORUS . . . . .	0.903 Gm.
IRON . . . . .	8.9 mg.
COPPER . . . . .	0.75 mg.

(\*Based on average reported values for milk)

**NEW IMPROVED**

# *Ovaltine*

**2 KINDS—PLAIN AND CHOCOLATE FLAVORED**

Ovaltine now comes in 2 forms—plain, and sweet chocolate flavored. Serving for serving, they are virtually identical in nutritional value.

. . . . .

Physicians are invited to send for individual servings of New Improved Ovaltine. The Wander Company, 360 North Michigan Avenue, Chicago, Ill.



It is clear that federal consumer agencies attempt to mold public opinion. (Consumers' Guide articles, for example, advocate a revised system of medical care). In this connection, there is a consistent note of political self-perpetuation in much of the information released. It's usually only a whisper—but it clearly says, "Something must be done...and we're doing it!"

#### CONCLUSIONS

The testing agencies, medical cops, women's clubs, and government agencies are all manifesting a growing interest in the distribution of medical care. The power which they could muster behind a campaign to change the *status quo* would be prodigious. Physicians can scarcely afford not to concern themselves with a movement of such significant potentialities.

—F. H. ROWSOME JR.

## Just published

#### BOOKS

A HISTORY OF MEDICINE, by Arturo Castiglioni, M.D. Medicine through the ages. Translated from the Italian. (Knopf, \$8.50)

AMERICA ORGANIZES MEDICINE, by Michael Davis. A discussion of the country's health problems in relation to the defense program. (Harper, \$3)

MEDICINE AND HUMAN WELFARE, by Henry E. Sigerist, M.D. Perspective on the past, present, and future of medicine. (Yale University Press, \$2.50)

MUST WE GROW OLD? By Barclay Newman. A discussion of longevity and geriatrics. (Putnam, \$2.50)

L. EMMETT HOLT, by R. L. Duffus and L. Emmett Holt Jr. The career of an eminent pediatrician. (Appleton-Century, \$3)

HOW TO GET THINGS DONE, by Donald A. Laird. Ways to increase personal efficiency. (Harper, \$2.50)

DOCTORS AND DOCTORS, WISE AND OTHERWISE, by Charles M. Rosser, M.D. A physician writes of his experiences, observations, and philosophies. (Mathis, Van Nort, \$3.50)

BORN THAT WAY, by Earl R. Carlson, M.D. A victim of spastic paralysis tells the story of his struggle to overcome the condition. (John Day, \$1.75)

#### ARTICLES

NATIONAL HEALTH—OUR FIRST LINE OF NATIONAL DEFENSE, by Donald E. Keyhoe. A report on the advancing health program in national preparedness plans. (Cosmopolitan, April 1941)

# METATARSAL PAINS

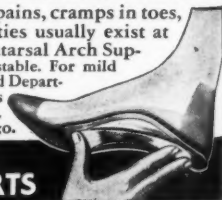


## Cramps, Callosities, Burning Sensations At Ball Of Foot

Symptoms of weakened Metatarsal arch are pains, cramps in toes, burning sensations at ball of foot. Callosities usually exist at point of greatest pressure. Dr. Scholl's Metatarsal Arch Supports and exercise usually give quick relief. Adjustable. For mild cases, Dr. Scholl's LuPADS are excellent. At Shoe and Department Stores and at Dr. Scholl's Foot Comfort Literature, in principal cities. Write for professional literature. The Scholl Mfg. Co., Inc., 211 W. Schiller St., Chicago.

**Dr. Scholl's** ARCH SUPPORTS

Foot Comfort





## MEDICINE, *too, had its heroic days*

THE "gilded-cage" of ten to twenty bedrooms, with but a single small, ill-ventilated "water-closet," held many a martyr to constipation or its alternative of the mid-Victorian era: Grandma's nauseating brews, or the doctor's unrefined castor oil or calomel.

With the passing of heavy red flannel underwear, the treatment of constipation has also emerged from its early crudity. Out of the welter of professional opinion for the most satisfactory modern treatment of this ever prevalent condition, crystallized the Agarol idea—a mineral oil and agar emulsion suitable for every age period and in every pathologic condition where an intestinal evacuant is indicated.

Physicians are using Agarol extensively for the relief of acute constipation and for the treatment of habitual constipation. They know that its high viscosity, thoroughly emulsified mineral oil accomplishes exactly what it is intended to do—soften the intestinal contents, while the experimentally determined dose of phenolphthalein assures adequate peristaltic stimulation and thorough evacuation.

*A trial supply gladly sent on request.*

# AGAROL

**WILLIAM R. WARNER & CO., INC.**  
113 West 18th Street - New York City

## LOCATION TIPS

*A free service to M.D.'s seeking places in which to practice*

✱ An up-to-date list of towns in which physicians have just died is compiled each month by MEDICAL ECONOMICS. A copy of the current list is now available on request.

Shown with the list is the population of each town, the number of physicians there, the specialty (if any) of the deceased, and the hospital facilities available.

The death of a physician (only active, private practitioners are considered) does not, of course, guarantee a vacancy for another doctor. But openings are created in a sufficient number of towns so that they amply merit investigation.

Only those communities are included in the list which have less

than 50,000 inhabitants and in which the ratio of doctors to population is reasonably favorable.

Names of some of these towns are submitted by cooperative doctors and laymen. In most cases, however, they are obtained from MEDICAL ECONOMICS' post-office returns (returned copies marked "deceased"). They thus constitute the most complete and timely list available anywhere, due to the magazine's comprehensive circulation (more than 135,000 monthly).

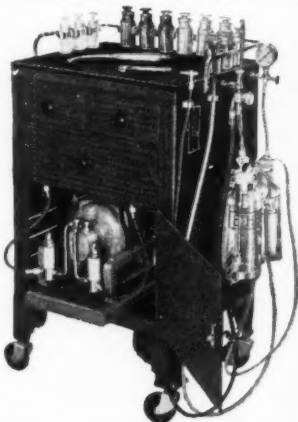
NOTE: Readers are cordially invited to submit names of towns in which vacancies have occurred. Address them to MEDICAL ECONOMICS, Rutherford, New Jersey.

## Ralks' Ideal Suction and Pressure Treatment Unit

The moderate price, and the maximum utility of this popular unit makes it outstanding as a piece of equipment for office or clinic use. Finished in white enamel, black glass top, all trim chromium plate, with accessories as illustrated, it makes a handsome addition to any office.

The motor-compressor unit is the latest spring suspended model—noiseless and vibrationless. Compressor is connected direct to motor, with no belts to slip, stretch or break, and no valves, balls or springs to rust, or to get out of adjustment. The motor unit is equipped with a carrying handle for portability. The Ralks' Ideal Unit is strongly and carefully built of the finest material by expert workmen. There is nothing to get out of order. Lubrication only care required.

*Sold Only Through Surgical Supply Dealers*



No. 4143 without ether bottle (white enamel cabinet) ..... \$145.00  
No. 4145 complete with ether bottle (white enamel cabinet) ..... \$160.00

Either unit in walnut or mahogany color finish \$5.00 extra.

**J. SKLAR MANUFACTURING COMPANY**

38-04 WOODSIDE AVE.

LONG ISLAND CITY, N. Y.



## THE PENDULUM SWINGS

Although treatment of urological disorders was formerly made in alkaline urine, today many urologists hold the opinion that acid urine is desirable. To obtain a normal acid urine (from 5.6 to 6.0 pH), Phospho-Soda (Fleet) administered after meals is of great help.

In treatment of Phosphaturia and ammoniacal urine Phospho-Soda (Fleet) has been used with excellent results. In some forms of urolithiasis Phospho-Soda (Fleet) has been suggested because of its buffer and normal acidulating action in the urine. In urinary infections where Methenamine is being used, Phospho-Soda (Fleet) may be administered previous to the administration of that agent to assist its action in an acid urine.

**PHOSPHO-SODA FLEET**



**C. B. FLEET COMPANY, INC., Lynchburg, Virginia**

# An Effective Medicinal Weapon Against Depressions

*"The greatest mistake in the treatment of disease is that there exist physicians taking care of the body and physicians taking care of the soul, as these ought not to be separated from each other . . . but just this fact is overlooked by the Greek physicians and therefore many diseases escape them, as they never see the whole."*

PLATO—429-347 B. C.



THE ANCIENT GREEKS suspected the importance of the psychosomatic approach and the recognition of the body-mind relationship.

Mild pathological depressions may accompany a variety of clinical syndromes. In addition to prescribing whatever forms of therapy are indicated for the individual condition, it may also be advisable to treat the underlying or concomitant depression.

If, in the judgment of the physician, treatment of this depression appears advisable, the administration of Benzedrine Sulfate Tablets will often prove useful. In depressive psychopathic cases the patient should be institutionalized.

Benzedrine Sulfate Tablets offer "a therapeutic rationale which, in its very efficiency, cuts across the old categories". (Parker, M. M.-J. Abnorm. & Soc. Psych., 34:465, 1939)

Initial dosages should be small—2.5 to 5 mg. If there is no effect this should be increased progressively. "Normal Dosage" is from 5 to 20 mg. daily, administered in one or two doses before noon.



## BENZEDRINE SULFATE TABLETS

Brand of Amphetamines Sulfate

SMITH, KLINE & FRENCH LABORATORIES, PHILADELPHIA, PA.

ONE HUNDRED YEARS OF SERVICE  
1841



TO THE MEDICAL PROFESSION  
1941

G.P.

The q  
eral p  
a spec  
recent  
of the  
Exami  
throug  
medica  
tions, v  
method  
the pro  
and we

The  
Examin  
ize an  
general  
conduc  
by th  
boards.  
Chair  
is Dr. V  
Vander  
icine. I  
of the  
asked t

Bank  
Collecti  
from 10  
es may  
defense.  
be spre  
eady H  
Transfu  
quest of  
Mean  
"transfu  
to Engle  
blood ba

\*This  
confirms  
ely by  
mary iss

XUM

# THE NEWSVANE

## G.P. Certification Nears

The question of certification for general practitioners is being studied by a special committee appointed at the recent executive committee meeting of the National Board of Medical Examiners\*. The new committee, through conferences with leading medical authorities and organizations, will seek to determine the best methods of providing recognition for the progressive, up-to-date, efficient, and well trained general practitioner.

The National Board of Medical Examiners has been urged to organize and administer a program for general practice similar to that now conducted for the various specialties by their corresponding national boards.

Chairman of the special committee is Dr. Waller S. Leathers, dean of the Vanderbilt University School of Medicine. Dr. Louis B. Wilson, director of the Mayo Foundation, has been asked to act as consultant.

## Bankers of Blood

Collection of 25,000 liters of blood from 100,000 donors in ten U.S. cities may soon begin in the name of defense. Such a program, which would be spread over six months, has already been planned by the Blood Transfusion Association at the request of the American Red Cross.

Meanwhile, the first U.S.-built "transfusion trailer" has been shipped to England to be used as a mobile blood bank for air raid victims. The

\*This action of the National Board confirms information published exclusively by MEDICAL ECONOMICS in its February issue (p. 45).

trailer is fitted with fifty flasks, each holding a pint of blood, and carries a refrigeration system operated by a gasoline-driven generator. Sterile dressing containers, an instrument sterilizer, two electrically heated blankets, rubber mattresses, and two steel folding stretchers are included in the equipment.

A field staff of two doctors, two nurses, and a chauffeur is required. The unit moves about the country collecting blood from volunteer donors for central blood banks. In emergencies, transfusions and first aid can be provided where needed.

## Medical Deferments

Blanket deferment of all medical students until they have completed their studies was demanded by doctors at the annual Congress on Medical Education and Licensure. Draft officials have maintained that such deferment would be illegal under the Selective Service Act.

Dr. Morris Fishbein, American Medical Association spokesman, said army and navy officials have estimated they will need 8,000 doctors a year for the next five years under the present military expansion plan. He pointed out that 5,200 young physicians are graduated each year from medical schools, of whom about 3,500 will be eligible for the draft after their internship.

"If our students are taken for the army before they can finish their training, how can the medical profession begin to supply the needs of the armed forces?" he asked.

Dr. Ray Lyman Wilbur, chairman of the A.M.A. council on medical

education and hospitals, said that already the profession is threatened by a lowering of standards. Pointing out that last year 195 graduates of unapproved medical schools were admitted to practice in thirteen States, he suggested legislation to prevent medical students from entering the service by draft or as volunteers.

Draft deferment for students in approved medical schools has also been urged by the A.M.A. committee on medical preparedness, and by a subcommittee on medical education from the office of the Federal coordinator for health and welfare.

In a joint resolution, they warned: "Suggestions that the number of medical students be increased can have no relationship whatever to the situation now confronting us, because such an increase during the current year could not in any way affect the number of doctors available for military or civilian service before 1946."

## No Fees for Army M.D.'s

California physicians and surgeons are relieved of the burden of paying annual license and registration fees while serving in the armed forces of the United States, under the provisions of a recently adopted State law. Also exempt from such payments under this law are drugless practitioners, chiropodists, and midwives.

## Banting Aided Companion

Before he died from injuries received in the recent crash of a transatlantic plane, Sir Frederick Grant Banting,\* co-discoverer of insulin and Nobel Prize winner, summoned sufficient strength to give medical aid to a

fellow victim, according to a copyrighted story in the Toronto Evening Telegram.

The newspaper account said Sir Frederick bound the wounds of Pilot Joseph Mackey, who survived. He left the plane, to die alone, it was said, "only when he had done all he could, both as a doctor and as a man." The tragedy wrote *finis* to a special war mission Banting had volunteered for.

## Not Fit to Fight

Dental defects have been the major cause for rejection of Selective Service registrants at the time of physical examination, according to Colonel Leonard G. Rowntree, medical division chief of the Selective Service System.

Colonel Rowntree said 17 per cent of the rejections by Selective Service medical examiners have been for dental defects, and 22 per cent of those at army induction centers have been for the same cause. He announced plans to have a dentist assist physicians of every local board.

Examination of draftees by local board physicians up to February 1 resulted in rejection of 32 per cent. Of those who passed these preliminary tests, approximately 12 per cent had been rejected by army boards.

Rejections by local board doctors were divided into those fit for limited military service but not fit for general military training, and those unfit for any form of duty. Twelve per cent

\*Most comprehensive recent account of Sir Frederick's life and accomplishments appeared under the title "He Gave Us Insulin," in Sept. (1940) MEDICAL ECONOMICS.

## FREE CATALOG

Dr. ....  
Address .....  
City .....  
State .....



## UNSWEETENED FRUITS

### For Diabetic Patients

Packed in pure, natural juice. For more flavorful salads, fruit cups, desserts. Printed food values help keep diets accurate. Write for the CELLU catalog.

CHICAGO DIETETIC SUPPLY HOUSE Inc. 1750 W. Van Buren St. CHICAGO III.



# COMPARE...

COCOMALT with other food drinks. *It is not a mechanical mixture.* All ingredients are *malted together* . . . just the vitamins being added under controlled conditions. Precision manufacture plus uniformity is assured through regular biological tests. Clinical work, also, is continuous.

Three servings of COCOMALT per day — made with milk according to directions — give you —

Vitamin A . . . . .	4200 I. U.
Vitamin B <sub>1</sub> . . . . .	360 I. U.
Vitamin D . . . . .	402 I. U.
Vitamin G . . . . .	488 S-B. U.
Calcium . . . . .	1170 mgs.
Phosphorus . . . . .	1140 mgs.
Iron . . . . .	15 mgs.

COCOMALT is used by many leading physicians for undernourished children, pre- and post-operative cases, anorexia of dietary origin, anemias, pregnancy and lactation and numerous other conditions where special dietary needs are indicated.

For normal and therapeutic diets . . . for young and old . . .

COCOMALT is an energizing protective food of vitamin-mineral character. Readily digestible . . . easily assimilated . . . delicious.

**R. B. DAVIS COMPANY**  
HOBOKEN, NEW JERSEY

**Cocomalt** — THE MALTED FOOD DIETONIC FOR ALL AGES

were in the former group, and 20 per cent in the latter. Principal causes for rejection were, in order, teeth; cardiovascular system; musculo-skeletal defects; eyes; genitalia (including venereal); mental and nervous; ears, nose, and throat; hernia; feet; and lungs.

In connection with the discrepancy between local board rejections and those turned down by the army, Colonel Rowntree proclaimed the need of common methods of diagnosis and greater uniformity of interpretation. He urged medical institutions to make their facilities for scientific tests available to local boards, and outlined four major services which the profession can render:

1. Housing the medical functions of local boards in schools, hospitals, and dispensaries.
2. Providing students and internes to aid in examinations and clerical work.
3. Providing laboratory facilities for urinalysis and for serological tests.
4. Compiling information to assist local boards in the Selective Service classification of medical students and internes.

Rowntree declared these steps would relieve Selective Service boards and the 18,000 voluntary medical examiners of at least 50 per cent of the burden and almost 100 per cent of the drudgery.

Meanwhile, Harry Goldwag, of the

New York State Podiatry Society, has announced that men subject to the draft can receive free treatment for foot ailments from any member of the society.

## F.S.A. Medical Care

More than 80,000 families, or 300,000 people, receive medical services through health associations established by the Farm Security Administration and local medical societies in 700 counties in thirty-one States. These facts were disclosed in recent Congressional testimony on the agricultural appropriations bill.

## Human Guinea Pigs

Doctors and laboratory workers at the National Institute of Health in Bethesda, Md., are serving as volunteer "guinea pigs" to determine the reactions of the human body to newly discovered chemicals used in the manufacture of defense materials. Dr. Paul A. Neal, of the Industrial Hygiene Laboratory, says the use of animals for this purpose is too slow for defense industry, which makes wide use of more than 100 of these new substances.

## Red Cross Wants M.D.'s

Physicians are in great demand as instructors of Red Cross first aid classes, and those who serve in that capacity will be rendering valuable

**SEND FOR SAMPLES**  
HOLLINGS-SMITH CO.  
Orangeburg, New York

M. E. 4

Sample Carbox Bell, please.

Name .....

Street .....

City .....

**"My little girl eats them like candy"**

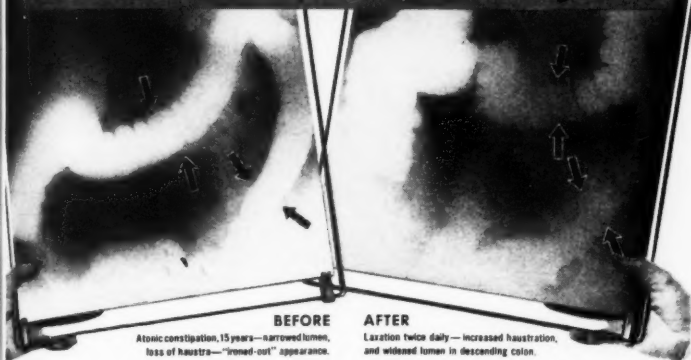
says a New York physician.

A 6 grain tablet of sodium bicarbonate and aromatics so palatable the patient doesn't know he is taking soda—does know he receives almost instant relief.



# IMPROVE COLONIC CONFIGURATION

*—with Constipation Relief!*



**BEFORE**

Atonic constipation, 15 years—narrowed lumen, loss of haustra—"frayed-out" appearance.

**AFTER**

Laxation twice daily—increased haustration, and widened lumen in descending colon.

A SIGNIFICANT series of X-ray studies has recently been completed under independent medical direction in an outstanding metropolitan hospital. These studies graphically visualize the value of the hydrogel therapy of functional constipation—as demonstrated in the successful experience of thousands of physicians, and endorsed by the opinion of leading medical authorities.

Under controlled Serutan medication, all patients tested—both with atonic and spastic constipation—showed marked clinical betterment in laxation rate, appetite, and general sense of well-being. Most important, X-ray examinations revealed a highly significant improvement in colonic configuration.

A complete report of these studies, with X-ray reproductions, is available exclusively to the medical and associated professions in the 20-page booklet "X-Ray Evidence"—together with samples of Serutan, the hygroscopic evacuant that adds a bland emollient bulk to the fecal mass to help restore normal bowel rhythm without irritation, griping, or leakage.

Write for your copy of the booklet and samples without delay!

**SERUTAN, PROFESSIONAL SERVICE DIVISION  
JERSEY CITY, N. J.**



# SERUTAN

**THE PHYSIOLOGIC AID TO  
NORMAL EVACUATION**

help to the organization's defense effort, Dr. Laurance M. Thompson, Assistant National Director of Red Cross First Aid Service, told MEDICAL ECONOMICS last month.

Dr. Thompson said approximately 380,000 persons completed Red Cross courses in 1940, and that 3,448 of the 21,610 instructors were doctors of medicine, while the other 18,162 were laymen trained by doctors.

Asserting there is an ever-increasing attention to the emergency care of the injured, he said industry is becoming more and more aware of first aid's value in minimizing accident hazards, and that great interest in this work has been displayed by the War Department as well as other branches of the Federal Government.

"Citizens in all walks of life, seeing how valuable a knowledge of this subject would be if they were in Europe at the present time, are anxious to prepare themselves for any eventuality," Dr. Thompson declared. "For these reasons, the Red Cross needs all the first aid instructors it can obtain, especially qualified medical doctors."

Dr. Thompson explained that medical school graduates need only notify their local Red Cross chapter or national headquarters in Washington of their desire for appointment, giving the name of their school, year of graduation, and a few other pertinent facts. He said their appointment is then made without further ado, and teaching materials are sent at the time of appointment.

"The aim of the Red Cross first aid course is to teach simple measures designed to take care of the injured or sick until they can be turned over to professional medical assist-

ance," he continued. "Generally, such first aid is given on the spot. In most cases, the person providing help will have limited first aid materials, and frequently, splints, bandages, and other essentials will have to be improvised. These facts sometimes are overlooked by those who may think of first aid as the assistance furnished after a properly equipped ambulance has arrived on the scene, or the attention which is given an injured person at the hospital's receiving room.

"Red Cross first aid is designed primarily to give laymen a working knowledge of what to do to save life in an emergency, to prevent injuries from being aggravated by improper handling, and to make the victims as comfortable as possible so that effects of shock will be minimized. As soon as the doctor arrives the Red Cross first aider's responsibility ceases."

Dr. Thompson added that under a recent agreement with the Civilian Conservation Corps and the War Department, the Red Cross has undertaken to train all members of the CCC in first aid. There are approximately 300,000 in the corps, distributed in some 1,500 camps throughout the country.

"Training that number of men represents almost twelve months of effort, but in spite of this undertaking there will be as little interference as possible with the regular first aid program," he said.

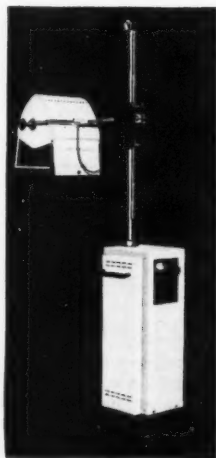
Pointing out that Red Cross chapters everywhere are receiving requests for first aid instruction, Dr. Thompson declared the teaching personnel is being strained to the utmost, and that doctors can materially relieve the situation by offering their serv-

Rx **SCABENZATE LOTION** (HART)  
**NEW BENZYL BENZOATE TREATMENT for SCABIES**  
**QUICK-PLEASANT-STAINLESS** WRITE FOR LITERATURE  
HART DRUG CORPORATION—MIAMI, FLA.

*Doctors..*



... progress applies  
to us perhaps  
more than to  
others . . . . .



## The HANOVIA SUPER "S" ALPINE ULTRAVIOLET LAMP

**in your office is a mark of  
progressiveness**

Patients look for this in your office and they can see it best in your apparatus. The Hanovia Super "S" Alpine Lamp, foremost in the field of ultraviolet generators is built for long useful life and contains many outstanding features of which here are a few: It is a high pressure high intensity quartz mercury arc lamp... Starts instantly... Fast acting... treats more patients in less time... Ten stages of intensity regulation by unique control... At 30 inches from the burner the intensity may be varied from 2000 to 3700 microwatts per sq. cm. Ammeter readings provide accurate control of dosage.

### TRADE IN YOUR OLD OUTMODDED LAMP

Your equipment is the focal point of your patients. Keep it up-to-date. Ask about our

**LIBERAL TRADE-IN PLAN**

*Complete information on request*

ADDRESS INQUIRIES TO

**Hanovia Chem. & Mfg. Co.**

Dept. ME-2

Newark, N. J.

*Treat*  
**SKIN**  
**INJURIES**  
*with...*

**CAMPHO-PHENIQUE**

Abrasions, cuts, and lacerations are soothed when covered with a Campho-Phenique dressing, for Campho-Phenique is intended to minimize pain and inflammation.

The intense local pain, the burning sensation, and other discomforts of small burns and scalds respond favorably to Campho-Phenique.

Campho-Phenique is available in three forms: a Liquid, an Ointment, and a Powder, each form having certain advantages.

**JAMES F. BALLARD, Inc.**  
**700 N. Second St. • St. Louis, Mo.**

ices as volunteer first aid instructors.

In conclusion he said: "As industries engaged in national defense swing into their peaks of production, as more and more private citizens prepare themselves for all eventualities, the need for instructors will increase. Those doctors who are giving a portion of their time to Red Cross first aid instruction may rest assured they are making an important and significant contribution to national defense."

## Germicidal Mist Arrives

Effective sterilization of air by germicidal mist has been reported by researchers at the University of Chicago.

According to Dr. Arthur C. Bachmeyer, associate dean of the Division of the Biological Sciences, the method promises to achieve sterile air in sick rooms, crowded meeting and housing places, as well as in industrial fields, and to reduce markedly the spread of such infections of the upper respiratory tract as pneumonia and common colds.

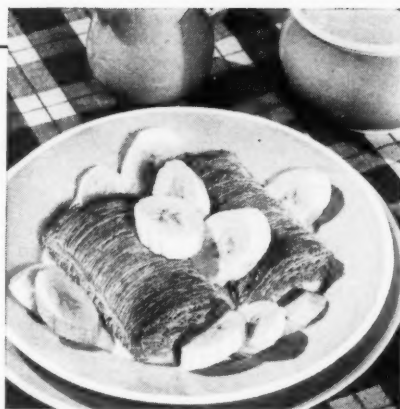
The germicidal mist is so fine and odorless as not to be noticeable to humans, and it does not appear to stain or cause a noticeable film. Dr. Bachmeyer reports.

## Guinea Pig King

When he began raising guinea pigs as a hobby, Ezra G. Bell, Atlanta City hotel owner, had no idea the animals one day would project him into the national defense picture. Yet that's about the size of his program to supply the animals to laboratories and medical schools where they are needed for blood tests and other research work.

Bell's guinea pig "farm" is said to be the largest institution of its kind in the East, and if it continues to grow at its present rate, it soon may be the largest in the country. The farm is housed in an abandoned la-

# VITAMIN B<sub>1</sub> as Nature provides it!



**I**N 2 National Biscuit Shredded Wheat plus a cupful of milk there is more than 1/3 to nearly 1/2 the daily average requirement of Vitamin B<sub>1</sub>, as Nature provides it.

This combination also includes a part of the daily requirement of at least seven other important nutrients. When any of several fruits are added, this one-dish meal (breakfast, lunch or supper) affords additional food values.

These crisp, tender biscuits are considered to be one of the most palatable forms of whole wheat. They are made of 100 per cent whole wheat, including the nutritious wheat germ, steam cooked, pressed into slender strands (for readier assimilation

in the system), then oven-baked. *Nothing is added to the pure whole wheat.*

Ready to serve, the biscuits can be easily heated, if desired, either in the oven or by dipping quickly into hot water and draining. Then serve, in usual way with milk or cream. Pleasant to the taste, National Biscuit Shredded Wheat appears frequently on menus in homes and institutions throughout the country. Its appetizing flavor makes it especially suitable for encouraging increased intake of milk in the diet.

Baked by "NABISCO"  
NATIONAL BISCUIT COMPANY  
Address: New York, N. Y.

## NUTRITIONAL VALUES

Analyses show the following nutrients naturally present in 2 National Biscuit Shredded Wheat with a cupful of milk:

VITAMIN B <sub>1</sub>	More than 1/3 daily av. requirement
CALCIUM	More than 1/3 daily av. requirement
PHOSPHORUS	More than 1/2 daily av. requirement
IRON	More than 1/5 daily av. requirement

There is also a generous part of the daily energy requirement (CARBOHYDRATES and PROTEINS) and other nutritional necessities including VITAMIN A and VITAMIN G.



Reprints of this page will be sent free of charge, on request. Address National Biscuit Company, Dept. M-1, Station O, New York, N. Y.

mark of better times, the \$150,000 French Casino which the hotel owner recently purchased for \$5,000.

Bell believes that the increasing demand for experimental animals will tax the capacity of his plant even though guinea pigs produce litters of two to five about every sixty-seven days. Jocular references to his enterprise are not appreciated by Bell. He points out that he now has more than 3,000 breeders and that he expects to have 7,000 by midsummer. Weekly feed requirements include 1,000 pounds of hay, 2,000 pounds of grain, and 6,000 pounds of vegetables. The market price of the animals ranges from 65 to 75 cents each.

## New Zealand Plan Lags

Once again the New Zealand Socialist Government is attempting to put into effect its two-year-old nationwide program of free medical care.

The Christian Science Monitor reports that the current plan contemplates avoiding a continuance of difficulties with the medical profession by permitting private arrangements between individuals and their physicians.

In order to finance a new social security program which included free medical care, workers began paying a 5 per cent wage tax on April 1, 1939. Unwillingness of doctors to cooperate with the Government provided a stumbling block to the medical sub-division of the set-up. The physicians offered an alternate plan for free medical care for needy persons, but this plan included collection of contributions from more fortunate citizens. When the Government rejected this plan on the

grounds that costs would be so high that everyone would have to pay, the physicians withdrew their offer of cooperation.

Proceeding on the theory that unsuccessful doctors, and those with rural practices would welcome a fixed income, the government resumed organization of its own program. Again physicians spurned its offer.

The Monitor story continues: "Now the system has been much modified to cover the doctors' demands, and there is no contract between the Government and the individual doctor. Instead, the patient gets the money to spend however he likes.

"The Government has legislated to provide machinery for an attempt to circumvent the doctors' organization and enable contracts for service to be made between members of the public and individual medical men. Doctors doubt whether it will work.

"The reason for this skepticism is the war. When the social security organization was first planned, the country was at peace and the doctors in unspecialized practice were about one to 1,500 people. Actually there was considerable doubt whether this ratio would make it possible to work the scheme. Today the country is at war and the ratio of doctors to patients in the capital city, where many doctors have enlisted, is one to 3,000.

"Most of the doctors are driving hard night and day, refusing calls where they think they are unwarranted. But under a social security contract they could not refuse a call and they hold it would be impossible to get through the work which the Government is offering them. Doc

## PELTON INSTRUMENT STERILIZERS

The sterilizer that cuts off and stays completely off when forgotten. The world-wide standard. Full-Automatic or 3-speed control. Table or cabinet models. Catalog free.

THE PELTON & CRANE CO., DETROIT





# Smooth Liquid Bulk

## for SEDENTARY CONSTIPATION

Use Sal Hepatica to gently help reestablish normal peristalsis when an inactive life or sedentary occupation causes colonic stasis. Sal Hepatica furnishes a mild but thorough laxative effect by supplying smooth *liquid bulk* to the intestines.

### **SAL HEPATICA** GENTLY HELPS REESTABLISH PERISTALSIS

Pleasantly effervescent Sal Hepatica also tends to improve digestive function by stimulating the flow of bile and by helping to neutralize excessive gastric acidity. Send for trial packages and literature now.



**Sal Hepatica Flushes the Intestinal Tract . . .**

**BRISTOL-MYERS COMPANY**  
19-11 West 50th Street • New York, N. Y.

# OFFICE PLANNING SUGGESTIONS

★ Dissatisfied with your present office arrangement? Send for Hamilton's free 28 page book on "How To Plan Professional Offices." It contains sixteen practical, tested office layouts for all types of offices and eleven articles on office planning and decoration. Includes plans for a two-doctor clinic building. Just write us and ask for your copy of Booklet ME-4.

**HAMILTON MFG. CO.**  
**TWO RIVERS WIS.**



## Safer and more palatable INTERNAL IODINE MEDICATION

For an effective alternative, sorbent, glandular stimulant, and eliminant, clinicians find Gardner's Hyodin—

**Less toxic**—It minimizes the risk of iodism caused by stronger alkaline iodides.

**More stable**—Its acidity precludes release of irritant elemental iodine by the gastric juice.

**More palatable**—Has pleasant lemonade like flavor, and is well tolerated, especially by the stomach.

# HYODIN

Formerly Gardner's Syrup of Hydriodic Acid  
Firm of  
R. W. GARDNER  
Orange, N. J. (Est. 1878)

Supplied in  
4 oz. and 8  
oz. bottles

Send for  
samples  
and full  
data

Firm of R. W. Gardner, Orange, N. J.

Send me a clinical supply of  
Hyodin with full data.

Dr. ....

Address .....

City .....

tors declare they will do nothing save by direction of their own organization, and the Government has been ignoring this medical body."

The New Zealand branch of the British Medical Association recently was condemned by The Standard, the Labor party's nationally circulated newspaper, as the "most powerful trade union" in existence. The newspaper declared the B.M.A. is "definitely offside with public opinion, but it persists in maintaining medicine on a profit-making basis rather than as a service to suffering humanity."

## Health Insurance Report

Failure of civic and business leaders to get together with the medical profession has hindered the progress of medical expense insurance in New York City, Louis H. Pink, State Superintendent of Insurance, declared in a recent report to the Legislature in Albany.

The report reveals that last year two non-profit medical expense indemnity corporations were licensed in New York City, and four others were permitted to seek subscribers preliminary to full licensing. Also, one was licensed in Buffalo, and one in Utica.

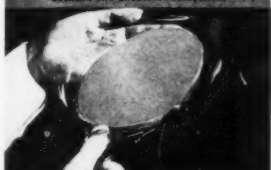
Development of the plans in Buffalo and Utica was speeded by cooperation among doctors and the leaders of industrial and civic affairs, but in New York City there has been no coordinated effort. Pink said this probably can be attributed to the larger population and to pronounced differences of opinion within the medical profession.

The Westchester Medical Society has endorsed the Medical Expense Fund, Inc., and is urging physicians to cooperate. Calling attention to the introduction of a compulsory health insurance bill in the New York Legislature, the Westchester society's bulletin said in a recent editorial:

"It is up to the individual physi-



"Mediplastra" are 1-in. oval applications of Libradol between two sheets of cellophane.



Trim off crimped cellophane edges on four sides, leaving Libradol in center.



Strip off top sheet of cellophane, exposing Libradol spread on bottom sheet.



Apply to affected area, leaving bottom sheet-plaster over Libradol as a semi-cover—adding hot towel if heat is desired.



A technical, illustrated booklet summarizes authoritative opinions on the clinical role of such applications. Use the coupon for your free copy and also for sample "Mediplastra."

## *A new convenience in* **EFFECTIVE POULTICE THERAPY**

To help ease pain, lessen cough, relieve congestion, and reduce inflammation in throat and chest conditions, hot applications of Libradol appeal to the clinician on two particular counts:

First: the hyperemia induced by the superior heat retention of such applications is helpfully supplemented by the analgesic and antiphlogistic properties of Libradol's special medicinal ingredients; and

Second: the new "Mediplastra"—individual oval-shaped applications—in which Libradol is now available, bring a welcome convenience to such poultice therapy.

Have you tested for yourself the efficacy of this valuable emplastrum?

# **LIBRADOL**

## **THE MEDICATED CATAPLASM**



Lloyd Brothers, Pharmacists, Inc.  
Cincinnati, Ohio

I should like to receive a copy of the booklet "The Medicated Cataplast in Modern Therapy." Send me also complimentary samples of the new individual "Mediplastra."

Dr. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

## IN ARTHRITIS

sulphur, calcium, and iodine, given by mouth, are reported to prove of service.

## LYXANTHINE ASTIER

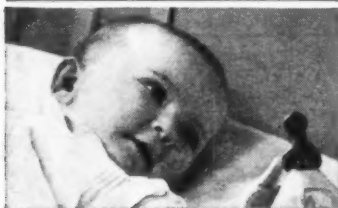
supplies these, together with a potent eliminant of metabolic waste. Relief of pain, reduction of swelling, increased motility are noted, without unpleasant after-effects. Also indicated in chronic rheumatism.

Write for literature and sample.

L-19

## GALLIA LABORATORIES, Inc.

254-256 West 31st Street New York



## "IDEAL for me!"

White House Evaporated Milk is ideal for infant feeding. Accepted by the American Medical Association's Council on Foods. There is none better—yet it's thrifty too!



SOLD ONLY AT  
A&P FOOD STORES



cian to implement this endorsement by subscribing to the fund and giving it his utmost moral support, particularly with his lay patients, in order that the experiment may have a decent full-dress trial before the doctor and his patient are permitted to sink into the bog of compulsory health insurance."

## New Camera Hailed

The Kodak Ektra, new deluxe miniature camera recently introduced by Eastman, is destined to play a leading role in medical photography, according to its makers. Six interchangeable Ektra lenses are available for use with the camera, which has shutter speeds of from one second to 1/1000th.

Chief advantages cited for the Ektra in clinical photography are:

1. The interchangeable magazine-back feature, permitting quick changes between types of film without rewinding, unloading, and reloading.

2. Extreme correction of lenses, and a special lens-surface treatment, improving definition and contrast of negatives.

3. Extended focusing range of the shorter-focus lenses, which, with the longer-focus and telephoto lenses, give extreme latitude in selection of field size and working distance.

4. Extreme precision and special character of the range-finder, which is accurate either with short-focus or telephoto lenses even under dim light conditions.

5. Variable-power view finder which permits rapid choice of the desired lens and whose automatic parallax correction for all lenses insures extreme accuracy of composition.

6. Grouping of controls to permit rapid manipulation and swift rewinding.

7. Facility of operation wholly from eye-level, with film wind and shutter release so arranged that the photographer need not interrupt his view of the subject to operate them.

8. Excellent camera balance, which

# SPEEDING INDUSTRY FOR DEFENSE IS A NATIONAL POLICY



GET the men back to work . . . with the new tissue stimulating antiseptic OILZO. The period of recovery in industrial injuries is shortened appreciably with this antiseptic which not only sterilizes the wound, according to published laboratory and clinical data, but actually tends to support local tissue metabolism.

In dermatoses or traumatic surgery, fungi and bacteria are attacked with no injury to normal tissue. OILZO penetrates for deep-down therapeutic efficiency and stimulates local metabolism to help hasten healing. A little goes a long, long way in helping your plant to do its job for America.

**Try OILZO**

(solution of Triolein  
Ozonide in olive oil)

Coupon brings you full-size  
bottle of "bland power"  
OILZO.

OILZO is supplied in one-  
ounce, four-ounce, and one-  
pint bottles.

To reduce manpower waste and economic loss  
to employees in . . .

LACERATIONS • CUTS • ABRASIONS • BURNS  
DERMATOSES • "ATHLETE'S FOOT" • RINGWORM

**THE G. F. HARVEY COMPANY**  
**SARATOGA SPRINGS, N. Y.**

ME-4

Send me gratis a full-size bottle of OILZO so  
I can test it for myself.

NAME.....

STREET AND NO.....

CITY..... STATE.....

helps avoid motion and consequent loss of definition when the camera is held in the hands.

## Mortality Rates Reduced

The provisional infant mortality rate of 47 per 1,000 live births in 1940 was the lowest on record, reports Surgeon General Thomas Parran of the United States Public Health Service, who adds that this rate represents a decline of 15 per cent during the past five years. The report shows the 1940 mortality rates from the following causes were the lowest reported during this five-year period: typhoid and paratyphoid fever, measles, scarlet fever, diphtheria, encephalitis, meningitis, tuberculosis, malaria, pellagra, pneumonia, digestive diseases, diarrhea and enteritis (under two years), nephritis, and accidents.

## More Industrial Medicine

A four-point program designed to accelerate industrial hygiene activity, especially as it relates to defense industries, has been endorsed by joint action of the National Conference of Governmental Industrial Hygienists, the Subcommittee on Industrial Health and Medicine of the Federal Security Agency, and the Division of Industrial Hygiene of the National Institute of Health.

The program includes training of additional personnel, services to arsenals and navy yards as requested,

field and laboratory investigations, and assistance to State industrial hygiene units. Research on the control of hazards, advice on plant construction and renovation, promotion of health examinations and medical care, health education, and adult hygiene programs are contemplated.

## X-Ray Story in Pictures

"Exploring with X-Rays," an educational four-reel sound motion picture film describing X-rays and their various uses, soon will be available to physicians who wish to use it in appearances before luncheon clubs, parent-teacher associations, technical societies, and other groups.

The film will be released by the General Electric X-Ray Corporation, Chicago. A descriptive leaflet which includes instructions for reserving the picture for exhibitions, may be obtained from the Chicago firm. After a short period during which the film will be shown exclusively at professional society meetings, doctors may use it free of charge, except for shipping costs.

## California Health Bills

In line with recommendations of Governor Culbert L. Olson, California Assemblymen Vincent Thomas and John Edward Cain have introduced a bill authorizing a State compulsory health insurance system should Congress adopt similar legislation.



## RECEPTION ROOM FURNITURE DESIGNED FOR DOCTORS

Professionally approved by thousands of installations. Select Royalchrome because of its permanent luster, inviting attractiveness, longer life, extreme sanitation and ease of maintenance. Upholstered in 30 colors of guaranteed Tuf-Tex leatherette.

Write for free layout service

**ROYAL METAL MFG. COMPANY**  
153 N. Michigan Ave., Dept. A, CHICAGO  
New York — Los Angeles — Toronto

**BUY FROM YOUR SURGICAL SUPPLY DEALER**

# The Double Value of Grapefruit



It is common knowledge that grapefruit is one of the best natural food sources of ascorbic acid (Vitamin C).

In addition, recent research indicates that grapefruit *aids the body in assimilating and utilizing the calcium found in other foods.*

Besides this *double value*, the tart, refreshing flavor of grapefruit and its high toleration make it a welcome addition to the diet.

Grapefruit has still another important virtue in that it is one of the cheapest sources of the daily requirement of Vitamin C. In grapefruit juice at current prices Vitamin C costs even less than in synthetic tablets.

"Citrus Fruits and Health," recently published by the Florida Citrus Commission, is an illuminating study of all the nutritional values of citrus,

providing also a complete and authoritative bibliography.

We will gladly send a complimentary copy to any member of the medical profession on receipt of the attached coupon.



**FLORIDA CITRUS COMMISSION  
STATE OF FLORIDA**

Dept. 35-B

Florida Citrus Commission  
Lakeland, Florida

Gentlemen:

Please send me your book, CITRUS  
FRUITS AND HEALTH.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Profession \_\_\_\_\_

# CALCIUM IN RESERVE ?



Regardless of controversy as to the fluctuations of serum calcium during pregnancy, most investigators advise liberal calcium rations during this period either by diet or medication.

Assurance of adequate day by day calcium reinforcement is made convenient and pleasant when prescribed in the accurate dosage form of

## CALCIUM GLUCONATE EFFERVESCENT (FLINT)



Added to water, Calcium Gluconate Effervescent (Flint) forms a sparkling, effervescent solution— $4\frac{1}{2}$  times as soluble as ordinary calcium gluconate.

Because of its pleasant taste, patients can take it over a prolonged period without distaste.

**FLINT, EATON & COMPANY**  
DECATUR ILLINOIS

for the Nation. The program would provide full medical and hospital benefits.

A bureau of medical aid for all relief clients would be established under a bill introduced in the California Legislature by Assemblyman Melvyn I. Cronin. This proposed bureau would supply drugs and provide medical and dental services in addition to field service for mobile units.

Other welfare measures include a bill by Assemblyman Vernon Kirkpatrick to create a State health insurance system which would include State ownership of all hospitals. The program would be financed by a 3 per cent gross receipts tax.

## Free Choice at Stake

By refusing to enlarge his panel of approved physicians, the city attorney of Milwaukee prevents injured municipal employees from obtaining the services of doctors of their own choosing. The Medical Times, Milwaukee County Medical Society publication, says editorially. The society has demanded an investigation.

The city attorney claims employees might select incompetent physicians if permitted their choice of several hundred, instead of the twenty-one physicians and surgeons, and eleven eye, ear, nose, and throat specialists on the approved list.

## Bay State Standards

Standards for admission to practice in Massachusetts are too low to prevent incompetent physicians from obtaining licenses, a State Legislature committee on public health was told at a hearing on a bill to raise minimum requirements for qualification to the level of those recommended by the National Board of Medical Examiners.

Counsel for Dr. Robert T. Monroe of Boston, the petitioner, said the public would be astounded if it real-

## "I just love Dole Pineapple Juice"



There's something about the "taste" of Dole Pineapple Juice that appeals to the convalescent. It's refreshing, flavorful, and just sweet enough. This sweetness, however, is natural, for no sugar is added

to this pure juice of sun-ripened pineapples. Dole Pineapple Juice is easily assimilated, high in quickly-available food energy, contains vitamins A, B<sub>1</sub> and C.

**Dole Pineapples**, unlike many fruits, are not picked until they are ripened on the plant. Trained men make tests for quality and ripeness each day and they supply this information to the men who do the picking.



**DOLE Pineapple Juice from Hawaii, U. S. A.**

ized that present standards in the State of Massachusetts were "probably the lowest in the country." Speaking for passage of the measure, Dr. Henry Christian described Massachusetts as "an oasis of comfort for poorly trained doctors."

Representative George W. Roberts of Boston, an opponent of the bill, declared it would transfer the licensing of doctors to an out-of-State organization which would not be responsible to any government agency. He estimated that 50 per cent of the physicians in Massachusetts could not qualify for national board examinations.

### Program for Camp Areas

An appropriation of \$250,000,000 or more will be sought from Congress in the name of the Interdepartmental Advisory Committee, organized by Paul V. McNutt, Federal Security Administrator, to finance health and

welfare work in areas adjacent to army and navy training camps and large defense industry centers. Survey findings of the U.S. Public Health Service will be cited as evidence of the need for such a program.

### Vanishing Americans

Despite the fact that the nation's birth rate increased slightly last year, the long-range population tendency is definitely downward, according to Census Bureau officials.

There were approximately 2,350,000 births in the U.S. last year, an increase of 100,000 over 1939. This pushes up the birthrate from 17.3 to 18 live births per 1,000 population. Census officials explain that this indicates arrival of an unusually large number of persons at the reproductive ages, and they believe these persons are the offspring from the increased volume of marriages which followed the first World War. Another

**Treat ECZEMA the Improved  
New Way . . .**

*Prescribe*

## **SUPERTAH OINTMENT**

*SUPERTAH Ointment is a white non-staining ointment prepared from a crude coal tar concentrate, uniformly milled in proper proportions to equal either a 5% or 10% crude tar ointment.*



"It has proven as valuable as the black coal tar preparation, and the advantage of the diminution of the black color is perfectly obvious."\*

SUPERTAH Ointment "does not stain the skin or clothing, nor does it burn or irritate the skin. We have seen no pustulation following its application. It can remain on the skin indefinitely without fear of dermatitis."\*

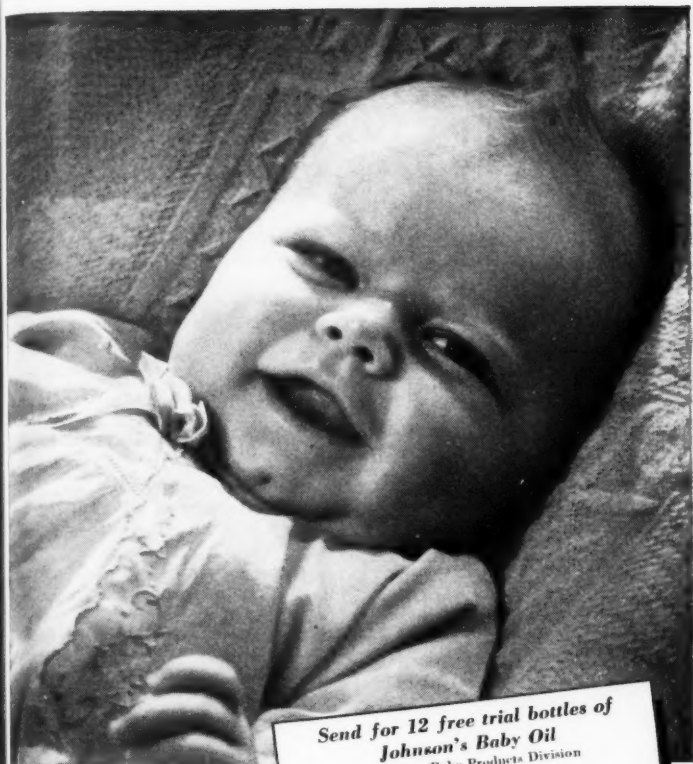
Prescribe SUPERTAH Ointment in original 2-oz. jars, either 5% or 10% strength. Free samples on request.

\*Swartz & Reilly, "Diagnosis and Treatment of Skin Diseases", p. 66.

**TAILBY-NASON COMPANY**

**Kendall Square Station**

**Boston, Massachusetts**



**Send for 12 free trial bottles of  
Johnson's Baby Oil**

Johnson & Johnson, Baby Products Division  
Dept. 883, New Brunswick, N. J.

Please send me, free of charge, one dozen one-ounce  
bottles of Johnson's Baby Oil.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

- Unmedicated, light,  
and pure
- Will not turn rancid
- Stainless
- Pleasantly fragrant
- Made by the makers of  
Johnson's Baby Pow-  
der, Soap, and Cream

**JOHNSON'S  
BABY OIL**





THERE is a type of KONDREMUL (Patch) to meet the individual needs of your patients.

*Kondremul Plain*—provides soft bulk.

*Kondremul with Extract of Cascara*—where mild tonic laxation is needed.

*Kondremul with Phenolphthalein*—beginning treatment for obstinate cases.

Send for copy of booklet, "Bowel Hygiene in Rectal Diseases."

THE E. L. PATCH COMPANY  
Boston Mass.

## Gebauer's TANNIC SPRAY

AN ANTISEPTIC  
AND ANALGESIC  
TREATMENT FOR  
BURNS, SUNBURN

Spray assures thorough application, facilitating coagulation of protein. Rapid evaporation permits frequent application. Readily forms more pliable eschar.

Solution remains stable, is ready for immediate use at all times.

Literature on Request  
From Your Dealer  
or Write Direct

The  
GEBAUER  
CHEMICAL CO.  
CLEVELAND, OHIO  
"Since 1902"



er factor contributing to the higher rate is that better economic conditions have brought about an increase in the number of marriages.

Last year, the provisional death rate increased from 10.6 to 10.8, and infant mortality decreased from 48 to 47.9 deaths per 1,000 live births. Even now, there are barely enough births to replenish the present generation, although an unusually high percentage of the country's female population is in the reproductive age group. As these women become too old to have children, a decreasing birthrate and an increasing death rate will offset the present gradual population growth.

## Cracks Down on "Cures"

Cold "cures" hereafter will be included in the government's enforcement program of the Food, Drug, and Cosmetic Act, makers of such products were warned recently.

Many manufacturers now advance claims regarding cold prevention and treatment which W. C. Campbell, Commissioner of Foods and Drugs, says are not justified by scientific knowledge. It is pointed out that the act contains a clause designed especially to prevent misrepresentation of the benefits one may expect from such preparations.

## Doctor's \$50,000 Error

Holding Dr. William Klein, of New Brunswick, N. J., responsible for idiocy of a five-year-old boy through an erroneous diagnosis of the mother's pregnancy, a Circuit Court jury recently awarded \$50,000 damages to the child and his parents, Mr. and Mrs. Jacob Stemmer, of New Brunswick Township.

The parents, who sought \$400,000 from Dr. Klein, charged that he diagnosed Mrs. Stemmer's condition as a tumor and that, as a result, she underwent three X-ray treatments in December 1934, and January and

# HEMATINIC PLASTULES\*

## *The Modern Iron Therapy*

● Hematinic Plastules provide ferrous iron in small soluble elastic capsules—a modern, convenient dosage form. Where iron therapy is indicated, Hematinic Plastules can usually be relied upon to bring about a steady, rapid rise in hemoglobin. Their administration is seldom complicated by gastric disturbance. . . . Hematinic Plastules are an economical iron preparation especially effective for the treatment of the iron deficiency anemia of pregnancy, for chronic blood loss, or post-infection anemia.

Reg. U. S. Pat. Off.



Hematinic Plastules are available in two types, Plain or with Liver Concentrate, in bottles of 50 and 100.

**THE BOVININE COMPANY**

8134 McCORMICK BOULEVARD . CHICAGO, ILLINOIS

March 1935, before she became aware of her pregnancy.

Three medical experts were among fifteen witnesses who testified for the parents. Defense attorneys called nine medical experts, and Dr. Klein spent four hours disputing the charges from the witness stand.

The jury decided the child should receive \$35,000, and the parents, \$15,000. The boy was permitted to sue under a ruling by Judge A. Dayton Oliphant that an unborn child is a person in the eyes of the law as soon as it shows signs of life.

## Accident Toll Rising

Last year, for the first time since 1936, the number of accidental deaths in the United States showed an increase over the previous year, the National Safety Council reports. The 1940 total of 96,500 deaths reflected an increase of 4 per cent over 1939, and the total of 9,100,000 injuries was 300,000 greater than in the previous year. The sharp rise in fatalities was recorded in all three principal types of accidents—motor vehicle, occupational, and those which occur in the home.

## Smith Hits Socialization

Urging that physicians apply organized pressure in Congress to protect their rights, New York's former Governor Alfred E. Smith recently warned the medical staff of St. Vincent's Hospital that doctors must be continually on the alert if they are to prevent adoption of socialized medicine legislation.

Mr. Smith, who is chairman of the Manhattan hospital's advisory board,

declared there is a "socialistic element" in Washington strong enough to put over such legislation. "If we are going to have health insurance," he said, "let's not have the government do it. I am against it being done by law, but if it has got to be, why not let the States do it? If there is a backward State somewhere, that's just too bad. The States have the right to change their governments."

## Pneumonia Deaths Drop

The pneumonia death rate in New York City has been reduced 50 per cent in three years by the use of sulfa drugs and advances in serum treatment, according to statistics released by the Department of Health.

These figures show that pneumonia deaths occurred at the rate of 89.6 per 100,000 population in 1937, and 46.1 per 100,000 in 1940. The proportion of deaths of pneumonia patients has been lowered from 25 to 6 per cent in cases where either the sulfa drugs or serum have been used.

## Oregon's Panacea

Compulsory health insurance for Oregon citizens with incomes under \$1,500 a year, is provided for in a bill introduced in the State Legislature by Representative J. F. Hosch, a practicing physician.

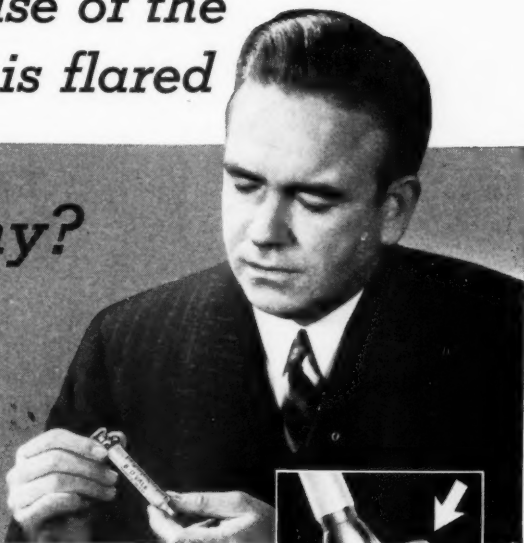
Under the provisions of the bill, injured workers and their families would receive medical, hospital, and prescription fees. Also provided for are unemployment compensation payments in cash to workers when they are ill.

Funds to finance the program would be raised by contributions from

<b>RENWAL No. 18*</b>  * Size 7 1/4 x 3 1/2 x 3 Sold by Every Surgical Supply House in the U.S.A. Patented	<b>PORCELAIN Electric STERILIZER. \$9.75</b> Simple, sturdy, smart, safe—and not expensive. Enjoys the highest professional endorsement. It performs so well that one doctor tells another: Also a Smaller Size (No. 6) at \$6.50 And a Larger Size (No. 9) at \$18.50  <b>A PRODUCT OF AMERICAN SUNDRIES CO., INC., BROOKLYN, N.Y.</b>
---	---

# The base of the barrel is flared

## Why?



**R**UN your finger down the barrel of a B-D Syringe. At the base of the barrel the walls bulge slightly. This flared-out barrel base eliminates the last grinding score-mark on the inside of the barrel, which caused so many bases to pop off at the slightest provocation.

**B-D PRODUCTS**  
*Made for the Profession*

Now, when B-D barrels are ground, the grinding tools go off into space at the base of the barrel, leaving no final score-mark to promote premature breakage.

This is another manufacturing detail that saves money for professional users. It is another example of precise manufacture, the ultimate object of which is professional preference based on satisfactory experience.

### B-D Syringes

**YALE**  
OF SPECIAL  
RESISTANCE GLASS

**MEDICAL CENTER**  
OF  
'PYREX'

**LUER-LOK**  
EXTRA STRONG TIP  
LOCKS WITH B-D NEEDLES

**SECTION, DICKINSON & Co., RUTHERFORD, N. J.**

employers, employes, and the State. There is provision for acceptance of Federal aid, should it become available. Farmers, merchants and other persons who work for themselves would be permitted to participate in the program by making voluntary payments.

## Dental Credit Plan

Loans at reasonable interest rates for the specific purpose of budgeting dental service costs may be obtained under a dental credit plan sponsored jointly by banking interests and the Massachusetts Dental Foundation, a non-profit organization within the State dental society. Newspapers are aiding the plan by cooperating in a program of dental education publicity.

## Hospital Unions Illegal

Labor unions have no right to demand wage increases for employes of hospitals, and State labor boards must not conduct labor elections among hospital workers, according to a precedent-setting decision handed down by the Pennsylvania State Supreme Court. The ruling holds that hospitals are charitable institutions and not business enterprises, and

therefore are exempt from labor laws. The court's action was expected to end a drive by two unions, one C.I.O. and the other A.F. of L., to organize hospital workers throughout the State.

## Osteopaths Organize

A bill to permit formation of corporations which would sell subscriptions and dispense osteopathic service has been introduced in the Michigan Legislature. Backed by osteopaths, the action follows the establishment last year of Michigan Medical Service, a nonprofit corporation furnishing medical care under the aegis of the State medical society.

## A.H.S. Weathers Storm

Serious economic difficulties are a thing of the past for New York's Associated Hospital Service, bellwether of the three-cents-a-day plans, according to the latest A.H.S. financial statement. As of December 31, 1940, the statement shows total admitted assets of \$5,135,997.80 and a net surplus of \$2,179,777.16.

"The three-cents-a-day plan is stronger now than it has been at any time since its inception in 1935," Dr. S. S. Goldwater, A.H.S. president, reported. "The obstacles and trials of early years have been successfully

## Have you CHANGED your ADDRESS ?

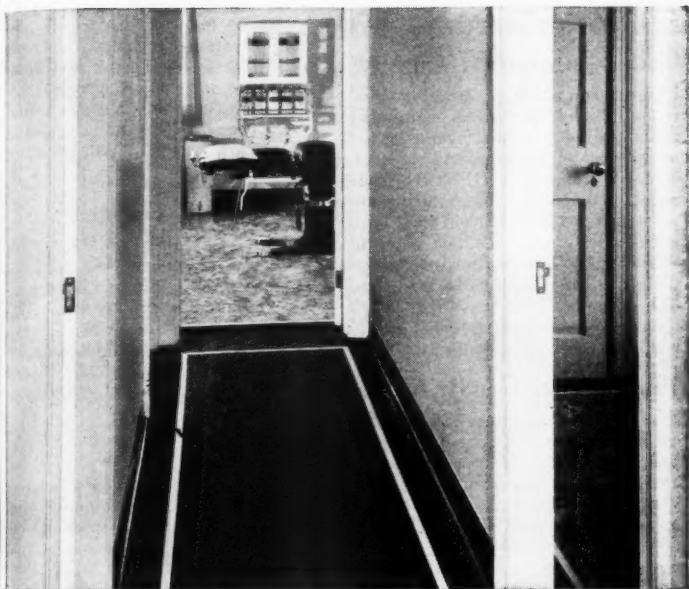
To insure uninterrupted delivery of your copies of MEDICAL ECONOMICS in the event that you have changed your address recently, please fill out, detach, and mail this coupon to Medical Economics, Inc., Rutherford, N.J.

Name \_\_\_\_\_  
(please print)

New address \_\_\_\_\_

Former address \_\_\_\_\_

• In  
Nairn  
lished  
for m  
Th  
its ad  
field.  
of att  
vidua  
room  
base  
nates  
cleani  
Vellon  
charac  
leum,



## FLOORS OF PROVEN SUPERIORITY FOR PROFESSIONAL OFFICES

• In thousands of installations, Nairn Veltone Linoleum has established itself as the superior flooring for medical and dental offices.

The offices shown here typify its adaptability to the professional field. *Decorative.* The wide range of attractive patterns meet the individual color schemes of the various rooms. *Sanitary.* One-piece cove base and border treatment eliminates dirt-collecting cracks, makes cleaning easier. *Long wearing.* Nairn Veltone Linoleum possesses all the characteristics of battleship linoleum, established by the Federal

Government as the toughest resilient flooring available.

When installed by Authorized Contractors, Nairn Linoleum is fully guaranteed.

CONGOLEUM-NAIRN INC., KEARNY, N. J.

# NAIRN

Reg. U. S. Pat. Off.

**Linoleum Floors and Walls**

overcome and we have begun to plan for an expansion of services."

## Takes Foreign Graduates

Physicians graduated from medical schools outside the United States may now apply for appointments in the army medical reserve corps, the Adjutant General of the U.S. Army has ruled. Among other requirements, applicants must be U.S. citizens, have licenses to practice medicine both in this country and in the one where their medical school is located, and have completed at least one year's internship in an A.M.A.-approved hospital.

## Pharmacists Get Busy

The American College of Apothecaries, a nation-wide organization of pharmacists formed last year as an affiliate of the American Pharmaceutical Association, will soon release to members a series of window displays

aimed at building greater public appreciation for pharmacy. The displays will stress the necessity of seeking proper medical care as soon as illness threatens. The college is also launching a monthly bulletin service for members to keep them posted on the latest advances in both pharmacy and medicine.

## Medical Literature

Medical books roll from U.S. presses at a rate of approximately 1,725,000 volumes annually, Census Bureau figures compiled biennially since 1925 reveal. In 1939, the latest year covered by the census, volumes on medicine numbered 1,868,892. Biggest year was 1937, when 3,923,532 volumes were reported.

## Hospital Progress

Reviewing twenty-five years of hospital progress, Dr. Malcolm T. MacEachern, associate director of the

## FOR A THERAPEUTIC HOUSE-CLEANING

*...an effective  
detoxicant-  
eliminant!*

BY stimulating diuresis and catharsis, and by sulfur-conjugation with putrefactive toxins, Occy-Crystine often proves markedly helpful in counteracting the threat of poisonous metabolic products in many pathologic conditions:

...IN **INTESTINAL TOXEMIA**—The gradual deterioration of health following a long-continued affection of the intestinal tract is a common medical observation. Its etiologic significance renders thorough elimination imperative.

...IN **BILIARY TRACT DISORDERS**—The decisive chologogic action of Occy-Crystine's hypertonic sulfates helps relieve biliary stasis, while the relief of constipation (so frequently present) lessens the possibility of secondary gallbladder infection.

...IN **ARTHRITIS**—The disturbance of sulfur metabolism, and the intestinal stasis and infection that form the common arthritic background, may be favorably influenced by the sulfur which Occy-Crystine releases in the stomach, and by the "clean sweep" of autogenous toxins it invariably assures.

Occy-Crystine is also valuable in temporary constipation, neuritis and rheumatism of enterogenous etiology, skin eruptions, respiratory tract infections, and in alcoholism and carbon monoxide poisoning.

### MAIL COUPON

FOR SAMPLES...

OCCY-CRYSTINE LABORATORY, SALISBURY, CONN.

OCCY-CRYSTINE LABORATORY

Salisbury, Conn.

ME 7

Please send me a trial supply of Occy-Crystine.

DR.....

ADDRESS.....

CITY.....

# OCCY-CRYSTINE

# *What therapeutic aims in hemorrhoids?*

- ① Anesthesia of the exposed nerves.
- ② Hemostasis of the bleeding veins.
- ③ Decongestion of the varicosities.

Physicians meet these indications with RECTAL MEDICONE, plus regulation of the patient's habits to secure subsidence and quiescence of the process.

RECTAL MEDICONE contains 5% Anesthesin to effect prompt relief from pain. It is fortified with Ephedrine Hydrochloride to stop the bleeding and modern anti-hemorrhoidal agents required to secure retrogression and resolution.

The wide and constantly growing employment of RECTAL MEDICONE attests most eloquently to the foremost place which it has attained in its field.

**MEDICONE COMPANY**  
225 VARICK STREET, NEW YORK

**STOPS HEMORRHOIDAL  
PAIN WITHIN 5 MINUTES**



## **RECTAL MEDICONE**

"I  
not  
only  
prescribe **ALKALOL**  
—I use it myself."

This is what our detail men hear  
constantly from physicians.

—●—  
We are pleased—  
for that is really

**The Proof of the  
Pudding**

**THE ALKALOL COMPANY**  
TAUNTON, MASS.

*Write for free sample*  
**ALKALOL**  
ALKALINE-SALINE-CLEANSING



*Promotes*  
**PERISTALSIS**  
*by bulk and  
lubrication*

**KONSYL**

**Relieves Headaches, Lethargy  
and Dizziness due to Colonic  
Stasis**

KONSYL is of great benefit in chronic constipation because it establishes regular elimination and is non-habit forming.

Konsyl is the original concentrated vegetable mucilloid made from Plantago Ovata.

KONSYL supplies bulk and assists in controlling intestinal spasm yet does not irritate sensitive gastrointestinal lining. It has a jelly-like consistency, retains its viscous properties, is easy to swallow and does not cause leakage. Very reasonably priced, 12 oz. can contains about 100 doses.

Samples sent to physicians interested in bulk and lubrication therapy. ME 4-41

**BURTON, PARSONS & CO.**

*Serving Physicians Since 1885*

Washington, D. C.

American College of Surgeons, reports in Hospital Management magazine that 2,806 general hospitals are now on the approved list, as compared with eighty-nine in 1918.

In the same issue, Dr. C. Rufus Rorem, of the American Hospital Association, reports that on January 1, 1941, sixty-six approved group hospital plans were in operation, providing for 6,000,000 persons, as compared with 60,000 on January 1, 1935, and 600,000 on January 1, 1937. During 1941, he estimates, more than \$35,000,000 will be paid to hospitals through these service groups.

## Where to find our advertisers

Alkalol Co.	132
American Institute of Baking	47
American Sundries Co., Inc.	124
Andron Co., Inc.	83
Angier Chemical Co., Inc.	90
Anglo-French Drug Co., Inc.	76, 84
Ar-Ex Cosmetics, Inc.	90
Arlington Chemical Co.	17
Armour Laboratories	90
A&P Food Stores	113

Ballard Co., James F.	110
Barnes Co., A. C.	28, 75
Baum Co., Inc., W. A.	1
Bausch & Lomb Optical Co.	3, 127
Becton, Dickinson & Co.	130
Belmont Laboratories, Inc.	130
Birtcher Corp.	14
BiSoDol Co.	12
Bovinine Co.	125
Breitenbach Co., M. J.	26
Breon & Company, George A.	12
Brer Rabbit Molasses	112
Bristol-Myers Co.	112
Burton, Parsons & Co.	102

Castle Co., Wilmot	17
Chicago Dietetic Supply House, Inc.	100
Ciba Pharmaceutical Products, Inc.	77
Congoleum-Nairn, Inc.	129
Cream of Wheat Corp.	85

Davis Co., R. B.	105
Denver Chemical Mfg. Co.	2

Farastan Co.	75
Fellows Medical Mfg. Co.	10
Flint Co., Inc., C. B.	10
Flint, Eaton & Co.	129
Florida Citrus Commission	135

Gallia Laboratories, Inc.	110
Gardner, Firm of R. W.	110
Gebauer Chemical Co.	129

DECAU  
B X-Ra  
price is so  
diagnostic  
graphs of  
the G-E  
upon s  
ence withi  
patient's b  
logical ser  
think wh  
then, why  
mal men d  
one. See  
then you  
you wou  
get first-ha  
ified cont  
there's all  
erating de  
the conven

s, re-  
maga-  
ls are  
com-  
Rufus  
al As-  
ary L  
o hos-  
pro-  
com-  
1935,  
r. Dur-  
than  
spitals

102  
87  
120  
88  
76, 86  
90  
91  
111

110  
28, 73  
9  
3, 127  
123  
14  
125  
20  
79  
15  
111  
102

17  
104  
27  
120  
83  
105  
2  
75  
nt cover  
100  
129  
119

120  
114  
120



DON'T JUDGE THE WORTH  
OF THIS *Portable*  
X-RAY UNIT BY ITS SIZE

BECAUSE the G-E Model F-3 Office-Portable X-Ray Unit seems so small in size, and its price is so moderate, don't overlook its practical diagnostic range and its ability to produce radiographs of high quality.

The G-E Model F-3 is a unit that you can rely upon for satisfactory, dependable x-ray performance within its range—in your office or at the patient's bedside—wherever adequate roentgenological service is not otherwise available.

Think what a valuable assistant the F-3 could be. Then, why not do as hundreds of value-wise medical men did? Judge the F-3 strictly on performance. See this fine unit right in your own office. Then you can actually use and handle the F-3 just as you would in your daily practice. And you'll get first-hand information about its refined, simplified control and its unusual flexibility.

Here's all you have to do to arrange for this interesting demonstration: Just clip, sign, and mail the convenient coupon, today. We'll do the rest.

---CLIP, SIGN, and MAIL, TODAY---

*I'm interested in an actual working demonstration of the G-E Model F-3 Office-Portable X-Ray Unit. When next in this vicinity, please have your representative arrange with me for a time most convenient to me.*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

**GENERAL ELECTRIC**  
**X-RAY CORPORATION**

3012 JACKSON BLVD.

CHICAGO, ILL., U. S. A.

## Pamphlets on SOCIALIZED MEDICINE

*For Distribution to Your Patients*



Do you believe the public should be taught the evils of socialized medicine? Then you'll want to do your part by distributing copies of the pamphlet shown above. They're available *at cost*: 25c per carton of fifty.

Simply place a carton on your reception-room table. Fold back the top, which reveals the words, "Take One!" And patients will help themselves.

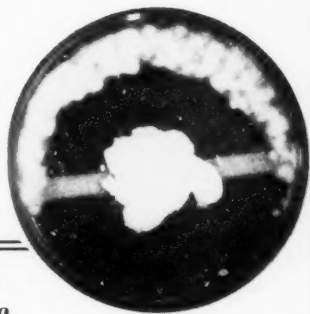
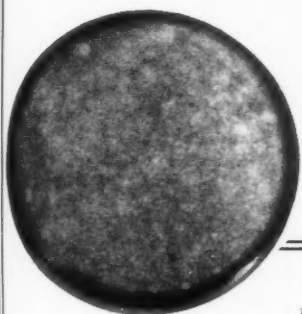
The pamphlets have several unique advantages: They're brief—only about 900 words long. They're carefully worded to reflect the best professional ethics. They're comprehensible to anyone. And they're inexpensive and convenient to use. No commercial or other imprint appears on them except the copyright notice in small type. They measure 6" x 3 1/3" and have two folds. A sample is yours for a three-cent stamp.

Medical societies may obtain the pamphlets in large lots (without cartons) for distribution among service clubs, legislative bodies, and other opinion-molding groups. Address: MEDICAL ECONOMICS, INC., Rutherford, N. J.

General Electric X-Ray Corp.	120
General Foods Corp. (Sanka)	82
Hamilton Mfg. Co.	114
Hanovia Chemical & Mfg. Co.	109
Hart Drug Corp.	106
Harvey Co., G. F.	117
Hawaiian Pineapple Co., Ltd.	121
Healthaids, Inc.	107
Health Cigar Co., The	82
Heinz Co., H. J.	21
Hollings-Smith Co.	106
Hygeia Nursing Bottle Co.	91
Johnson & Johnson	7, 123
Knox Gelatine	25
Kress & Owen Co.	22
Latimer Laboratory, Inc.	20
Leeming & Co., Inc., Thos.	72
Lever Brothers Company	24, 25
Lewis Mfg. Co.—Bauer & Black	91
Lloyd Brothers, Pharmacists, Inc.	113
MacGregor Instrument Co.	16, 62
Medicone Co.	181
Merrell Co., Wm. S.	89
National Biscuit Co.	111
Nutrition Research Laboratories, Inc.	80, 81
Ocey-Crystine	130
Od Peacock Sultan Co.	79
Ortho Products, Inc.	130
Patch Co., E. L.	124
Patterson Screen Co.	80
Pelton & Crane Co.	112
Penick & Ford, Ltd., Inc.	17
Pineoleum Co.	94
Procter & Gamble Co.	Back cover
Professional Printing Co.	72
Ralston Purina Co.	19
Resinol Chemical Co.	74
Riedel & Co., Inc.	10
Royal Metal Mfg. Co.	115
Scholl Mfg. Co., Inc.	65
Searle & Co., G. D.	31
Serutan	107
Sharp & Dohme, Inc.	24
Shield Laboratories, Inc.	9
Sklar Mfg. Co., J.	100
Smith Co., Martin H.	12
Smith, Kline & French Laboratories	102
Squibb & Sons, E. R.	83
Tailby-Nason Co.	102
Tosse & Co., Inc., E.	84
United Drug Co.	85
Van Patten Pharmaceutical Co.	27
Wander Co.	87
Warner & Co., Inc., Wm. R.	88
Wheatena Corporation	10
Whittaker Laboratories, Inc.	94
White House Evaporated Milk	118
Wilmot Castle Co.	12
Wisconsin Alumni Research Foundation	122
Wyeth & Brother, Inc., John	36, 92, Inside back cover

# MAZON

## INHIBITS GROWTH OF ATHLETE'S FOOT FUNGUS



*in  
vitro*

- No bandaging
- Non-staining
- Non-greasy

study showing evidence of  
Mazon's inhibitory action.



Physicians prescribe Mazon  
for the relief of externally  
caused:

ECZEMA	PSORIASIS
ALOPECIA	RINGWORM
DANDRUFF	ATHLETE'S FOOT
and other skin disorders	

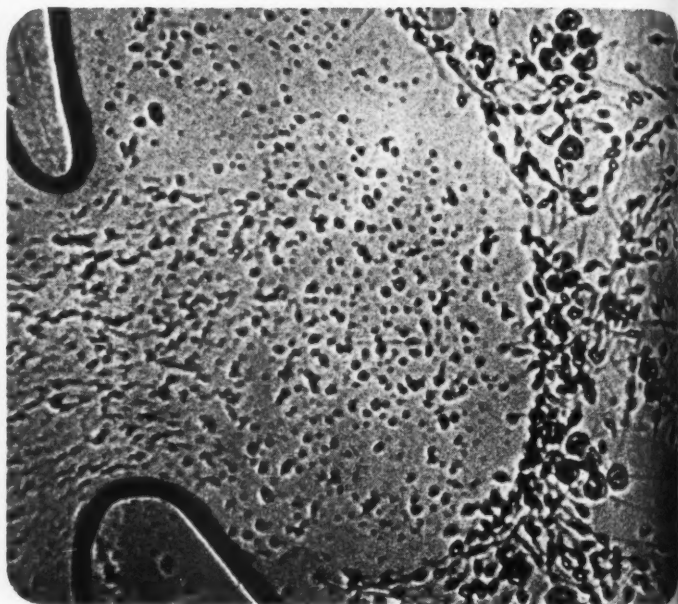
- Anti-pruritic
- Anti-septic
- Anti-parasitic



*Samples and literature on request*

BELMONT LABORATORIES, INC.

PHILADELPHIA, PA.



*A frame from the film, "Studies in Human Fertility," produced by Ortho Products, Inc.*

## SPERMICIDAL ON CONTACT

• The spermicidal effect of Ortho-Gynol is clearly shown by this motion picture micro-photography. The above frame is from a section showing a field of Ortho-Gynol meeting a field of fresh human semen. The instantaneous spermicidal action is seen at the point of contact.

ORTHO PRODUCTS, INC., LINDEN, NEW JERSEY

COPYRIGHT 1941, ORTHO PRODUCTS, INC.

# ortho-gyno

VAGINAL TABLETS